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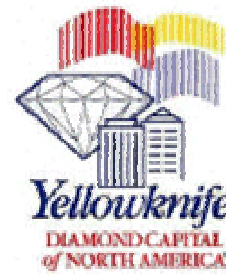


# City of Yellowknife 2005 Citizen Survey

Presented by: Peter Weylie



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## Objectives and Methodology

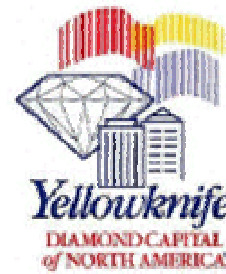
- ◆ Ipsos-Reid was commissioned by the City of Yellowknife to conduct a public opinion poll to assess residents' satisfaction, needs, priorities, and attitudes.
- ◆ This is the second consecutive year that Ipsos-Reid has conducted a Citizen Survey for the City of Yellowknife.
- ◆ This year, the survey focused on seven central themes:
  - Life in Yellowknife
  - Issues facing Yellowknife
  - Importance of and satisfaction with City service
  - Willingness to pay for recycling pickup
  - Perceptions of City performance
  - Communications with residents
  - Attitudes towards public transit

- ◆ Specifically, the main objectives of this year's research were to:
  - Assess residents' perceptions towards quality of life
  - Ascertain what local issues are most pressing on the minds of residents
  - Evaluate the importance of and satisfaction with selected City programs and services
  - Investigate whether or not residents are willing to pay for curb-side recycling pickup
  - Evaluate the performance of City staff and approval of City Council
  - Evaluate the performance of the City on selected issue fronts
  - Determine residents' main sources of information and identify their preferred methods of communication
  - Understand readership and perceptions of the "Capital Update" flyer
  - Assess awareness of City radio announcements
  - Determine usage and perceived usefulness of the City's website
  - Determine the proportion of residents with access to the Internet
  - Assess the amount and kinds of City information that residents receive and desire
  - Determine usage and satisfaction with the public transit system
  - Understand why residents decide to use or not use public transit

- ◆ A total of 800 telephone interviews were conducted with a randomly selected representative sample of Yellowknife residents aged 16 years or older.
- ◆ The sample of Yellowknife residents was drawn using telephone prefixes. This process ensured that we sought the opinion of only those who live in the City of Yellowknife.
- ◆ The overall margin of error is  $\pm 3.4\%$ , 19 times out of 20. The margin of error will be larger for sample subgroups.
- ◆ The data was statistically weighted to ensure the sample's age and gender reflect that of the actual Yellowknife population, according to the 2001 Census.
- ◆ All interviews were conducted between February 15th and 26th, 2005.



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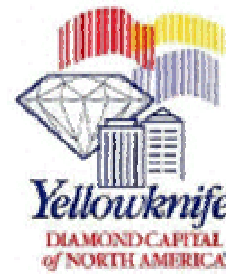
## Key Findings

## Key Findings

- ◆ Citizens of Yellowknife are satisfied and feel they have a very good quality of life - positive momentum has slowed a little.
- ◆ Social issues, especially drug/alcohol abuse and affordable housing, are main top of mind issues. Growth and development is also on citizens' minds.
- ◆ Garbage collection, recreation, snow removal have biggest impact on perception of services.
- ◆ Services, the economy and the environment main drivers of quality of life.
- ◆ Staff and Council both get good marks for their performance.
- ◆ Communication could be increased - Internet presents a good opportunity.
- ◆ Public transit?



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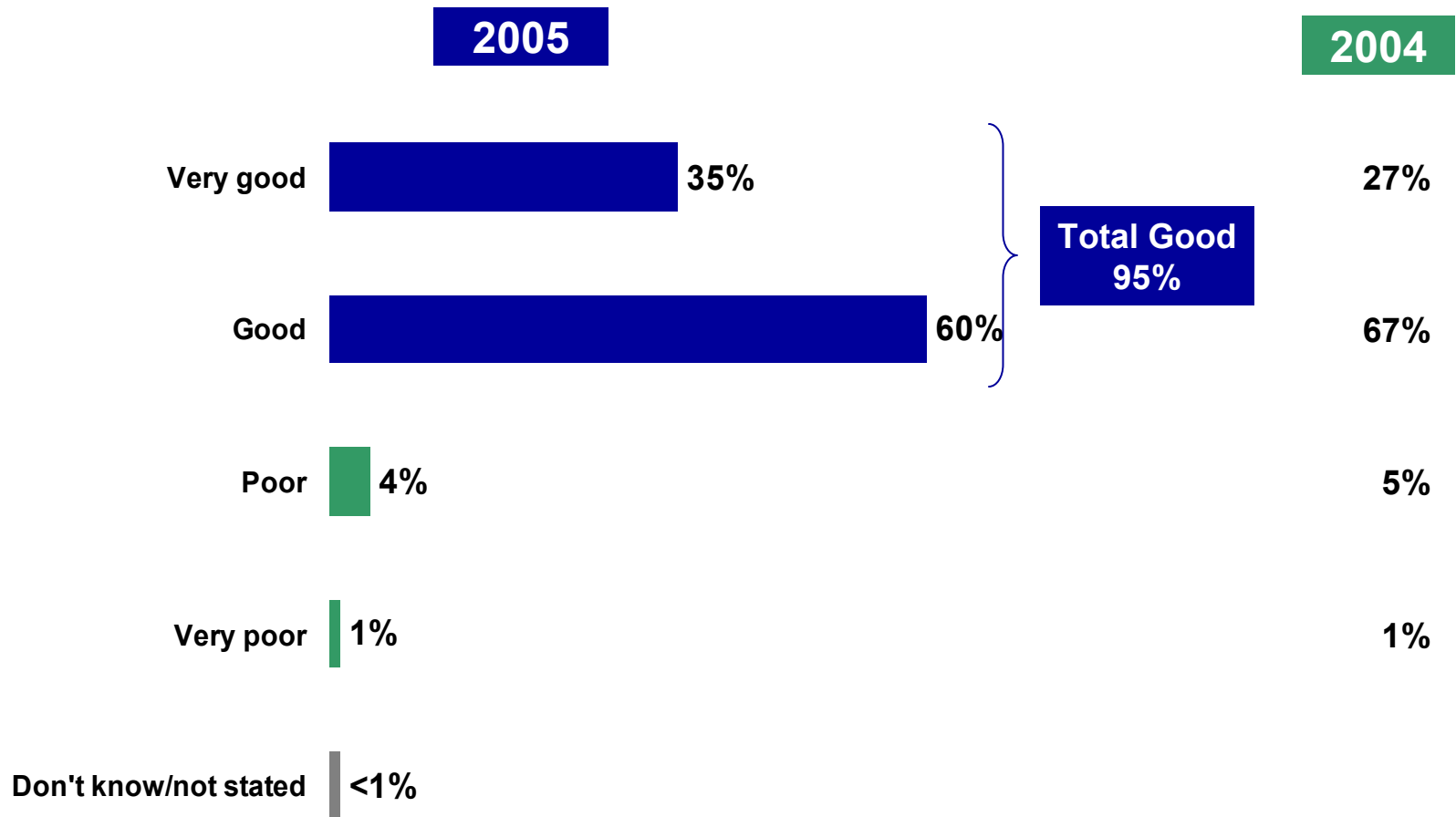


**Life in Yellowknife**



# Yellowknife Residents Enjoy High Quality of Life

How would you rate the overall quality of life in Yellowknife today? Would that be ...?

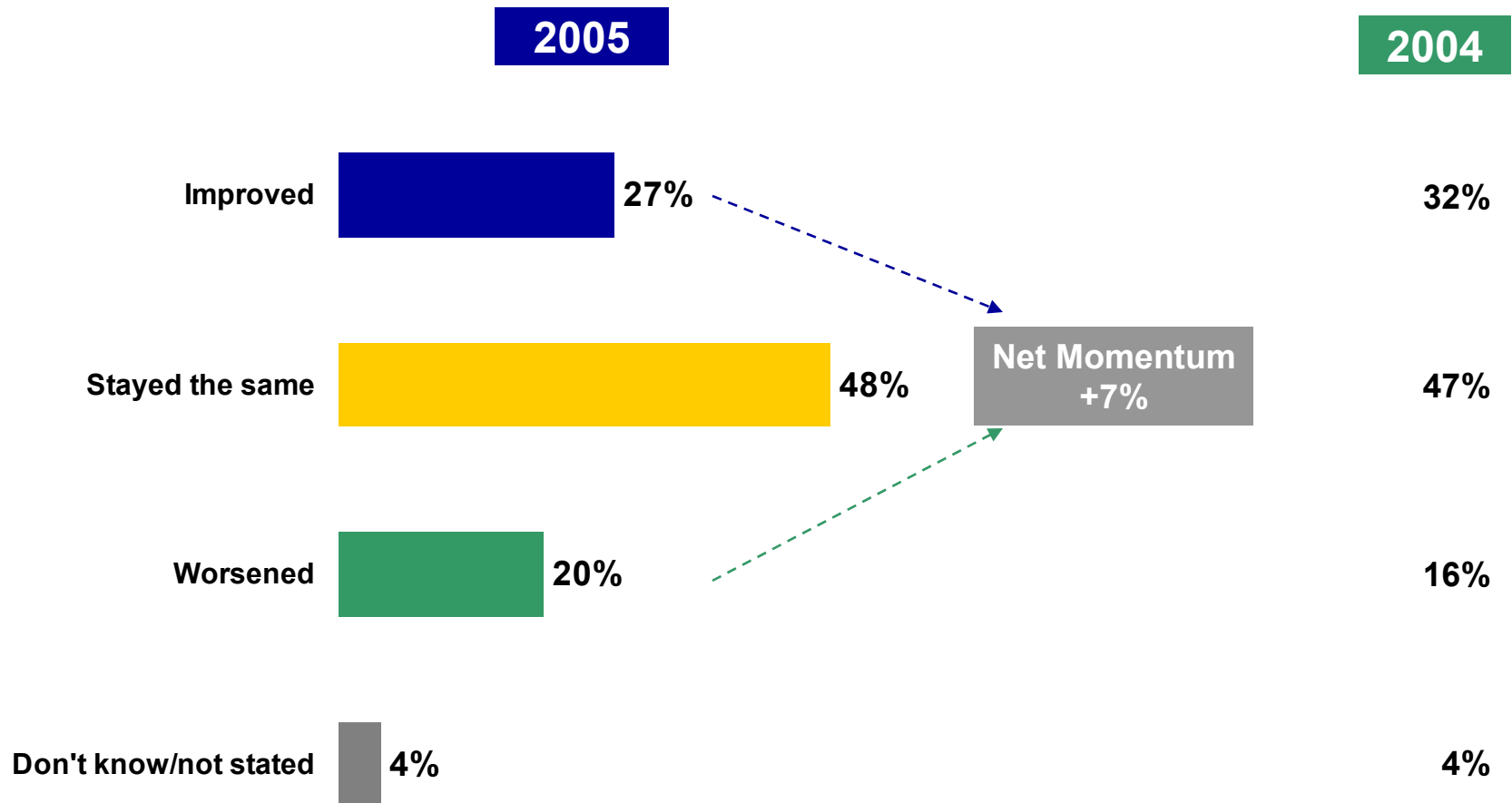


Base: All respondents (n=800)



# Quality of Life is Still Improving, but Momentum has Slowed Over Past Year

And, do you feel that the quality of life in Yellowknife in the past three years has ...?

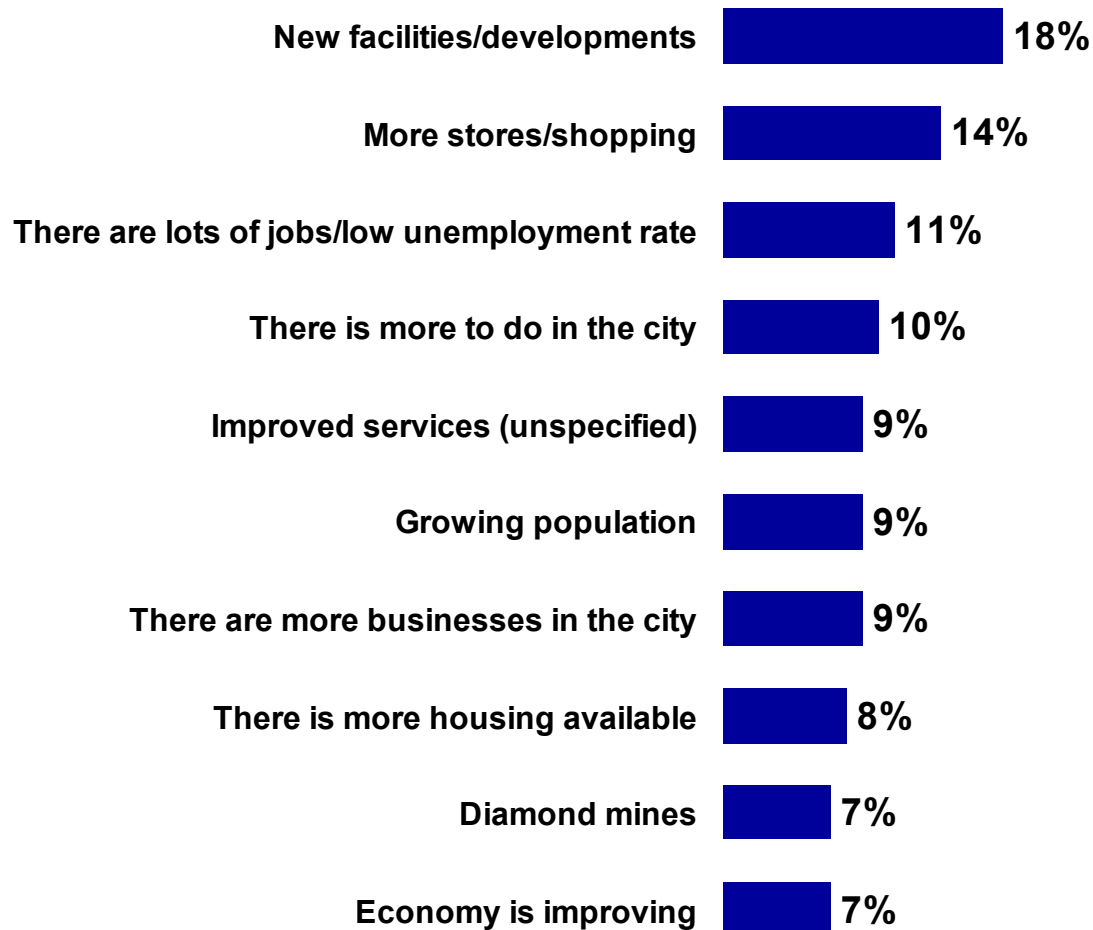


Base: All respondents (n=800)



# Facilities and Services Main Reasons for Improved Quality of Life

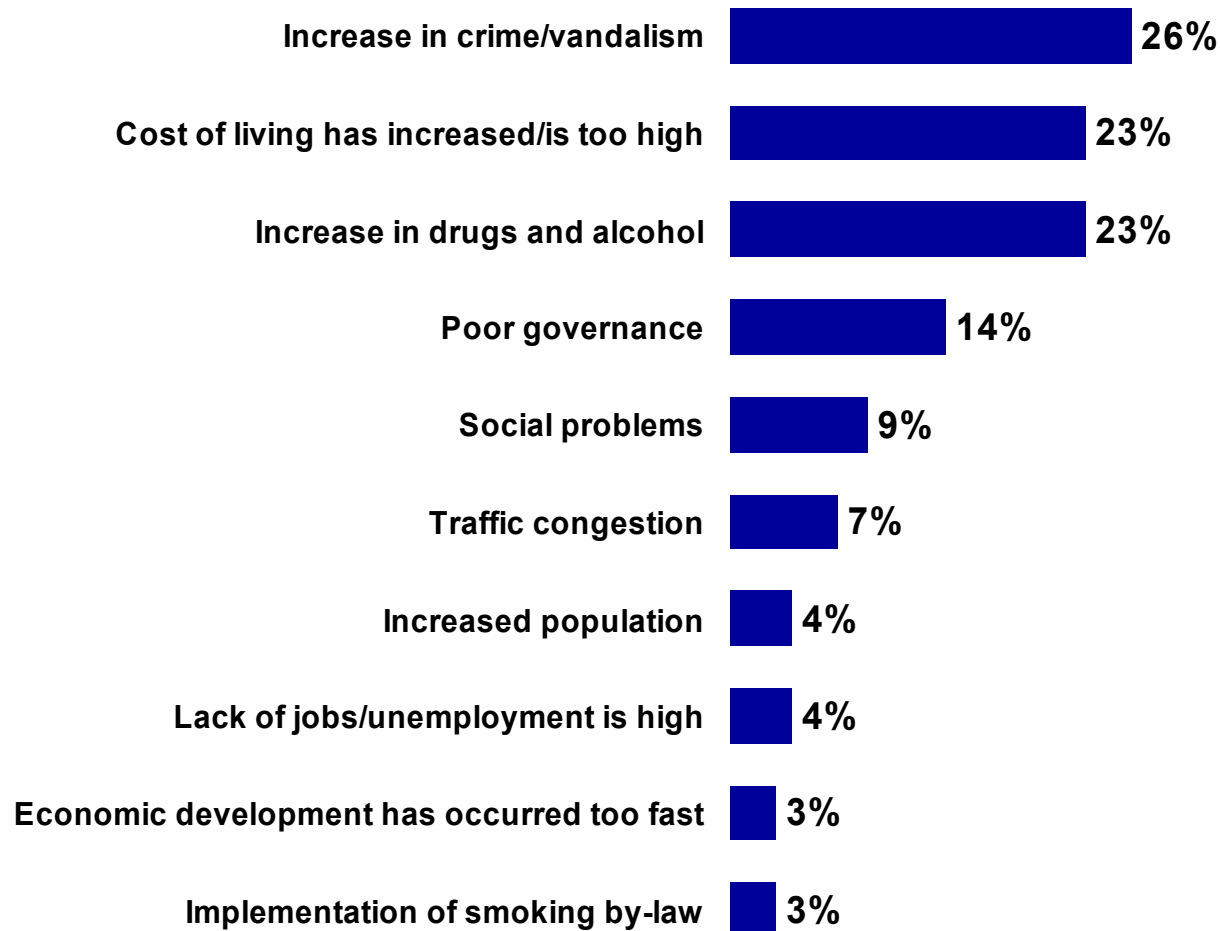
*Why do you think the quality of life has improved?*



Base: Feel quality of life has improved (n=214)

# Crime, Cost of Living, Drug and Alcohol Abuse Top Reasons for Worse Quality of Life

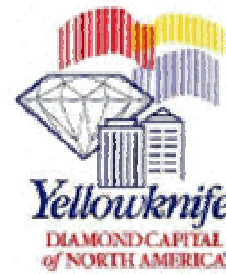
*Why do you think the quality of life has worsened?*



Base: Feel quality of life has worsened (n=167)



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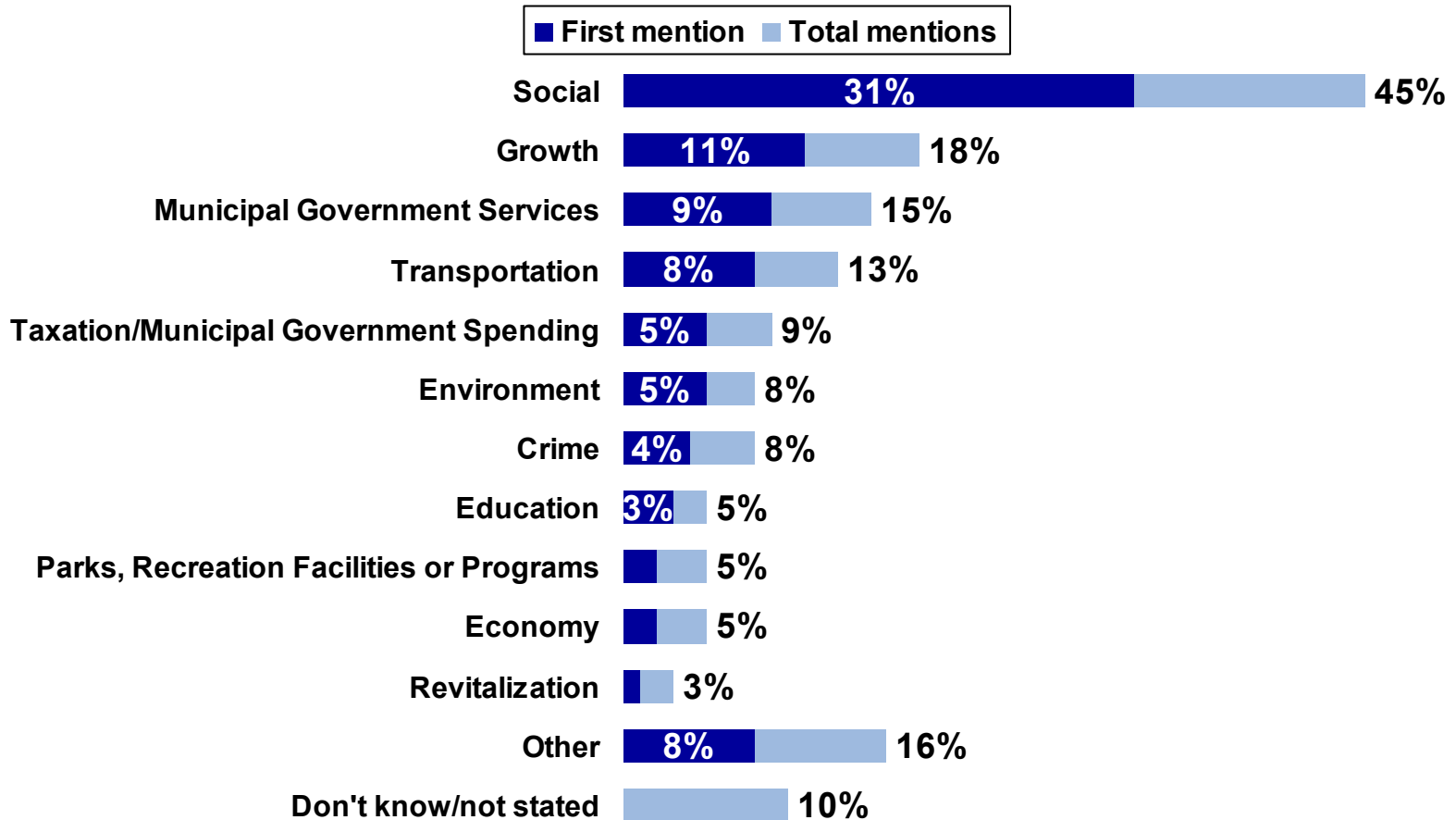


## Issues Facing Yellowknife



# Social Issues Front and Centre on Yellowknife Residents' Minds

*In your view, what is the most important local issue facing the City of Yellowknife today, that is the one issue you feel should receive the greatest attention from your local leaders? What is the next most important local issue facing Yellowknife?*

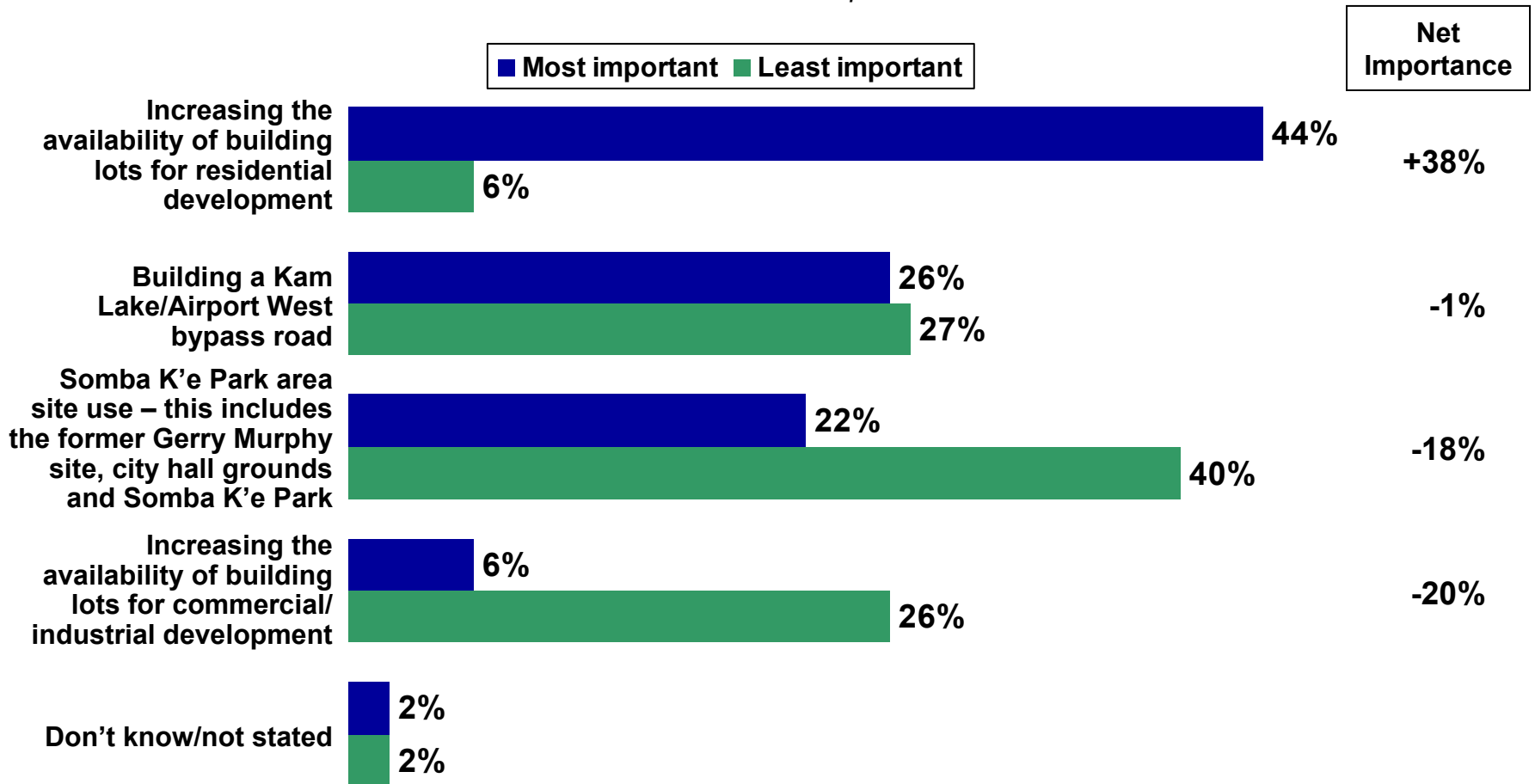


Base: All respondents (n=800)



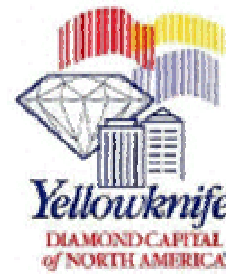
# Increasing Lots for Residential Development is Most Important

I'm now going to read you a list of four issues currently facing the City of Yellowknife. Please tell me which one of these issues you feel is most important for City Council to work on. And which one is least important?



Base: All respondents (n=800)





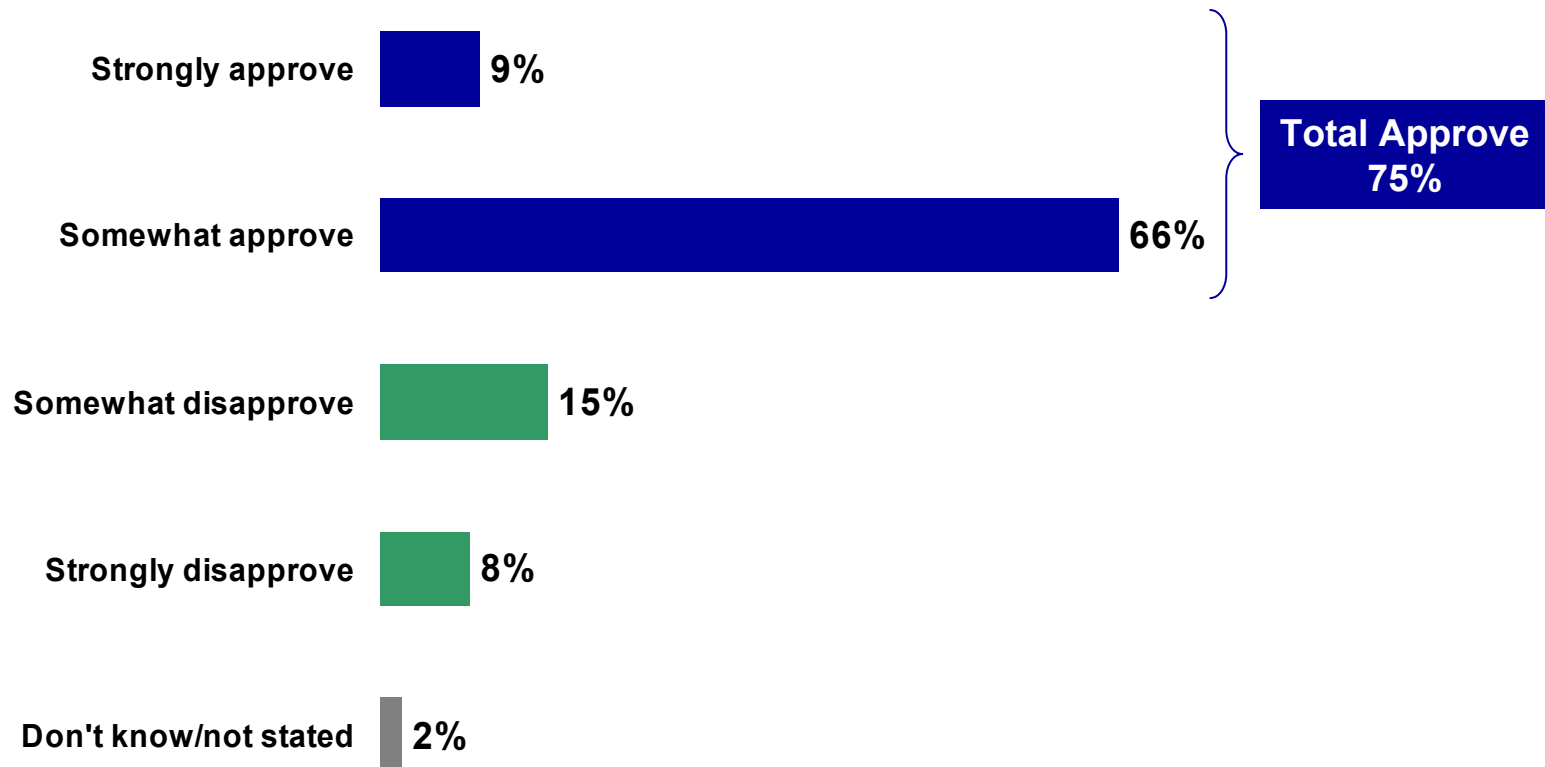
## Perceptions of City Performance





# Yellowknife Residents Generally Approve of City Council's Performance

Generally speaking would you say you approve of the overall performance of Yellowknife's City Council?

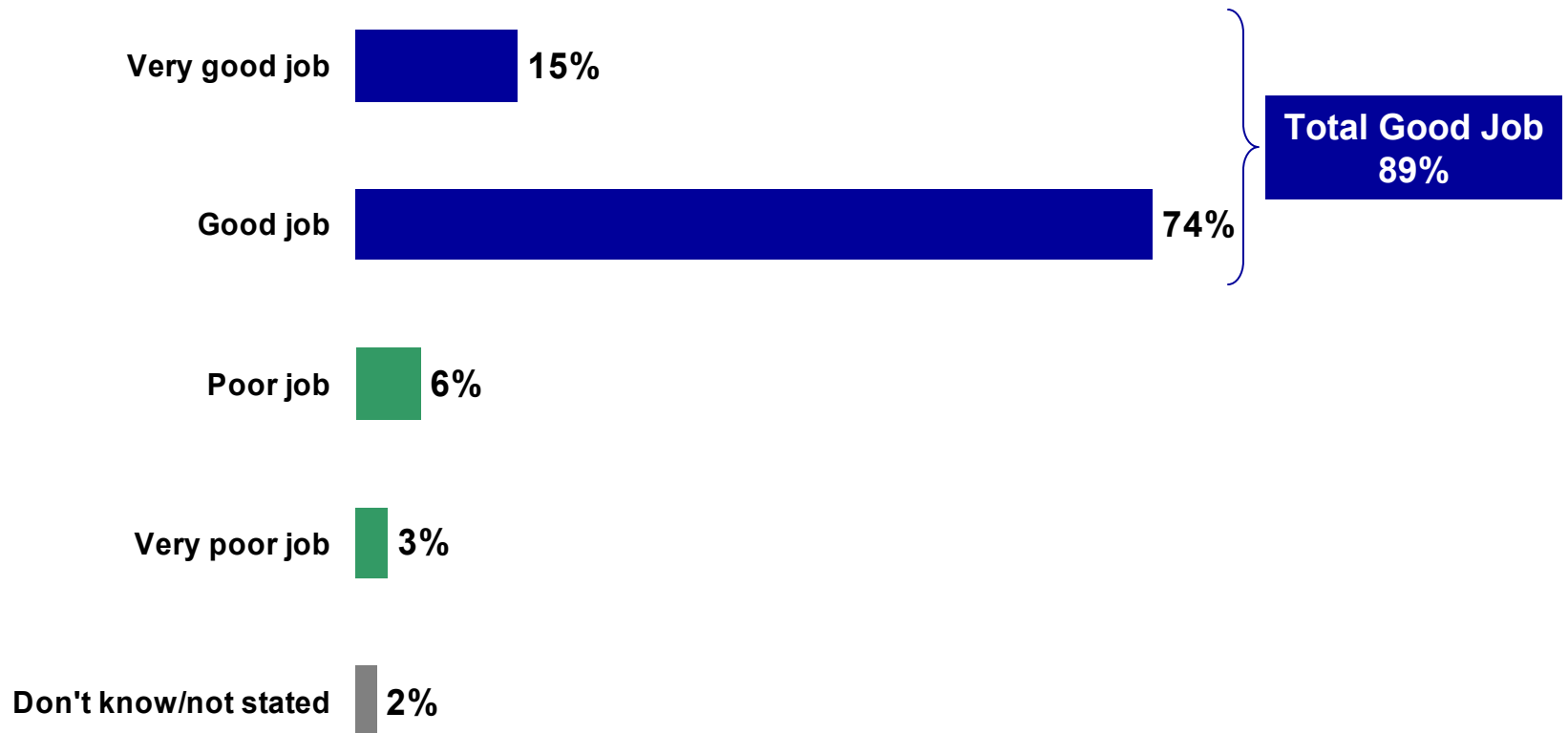


Base: All respondents (n=800)



# Yellowknife Residents Quite Satisfied with Performance of City Staff

How would you rate the overall performance of Yellowknife's city staff? Would you say they are doing a ... ?

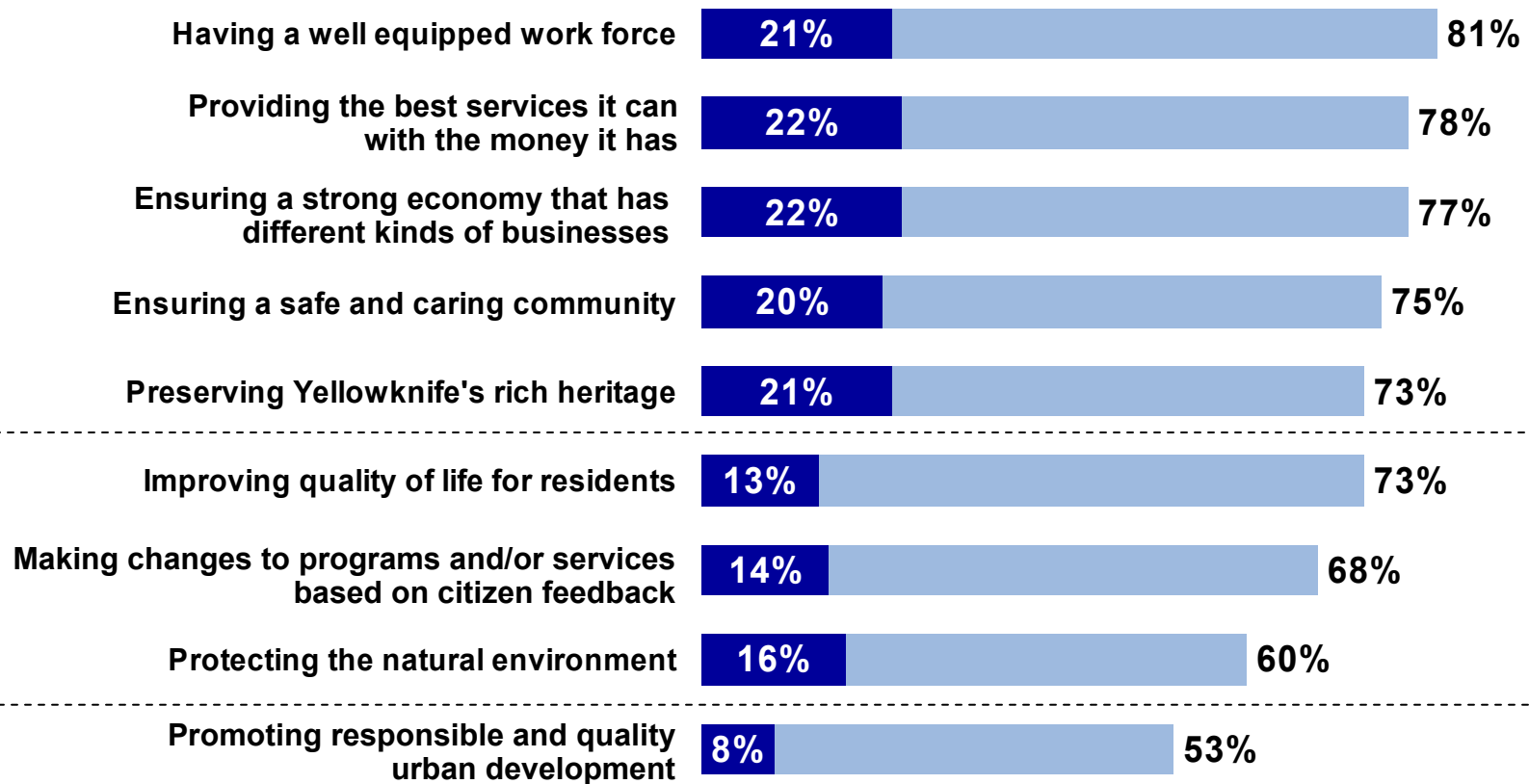


Base: All respondents (n=800)

# Performance of City on Specific Issues

Now please tell me whether you think the City of Yellowknife is doing a good job or a poor job in the following area:

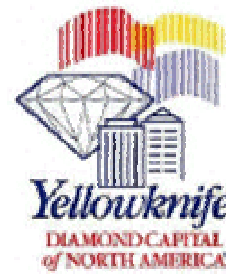
■ Very good job ■ Somewhat good job



Base: All respondents (n=800)



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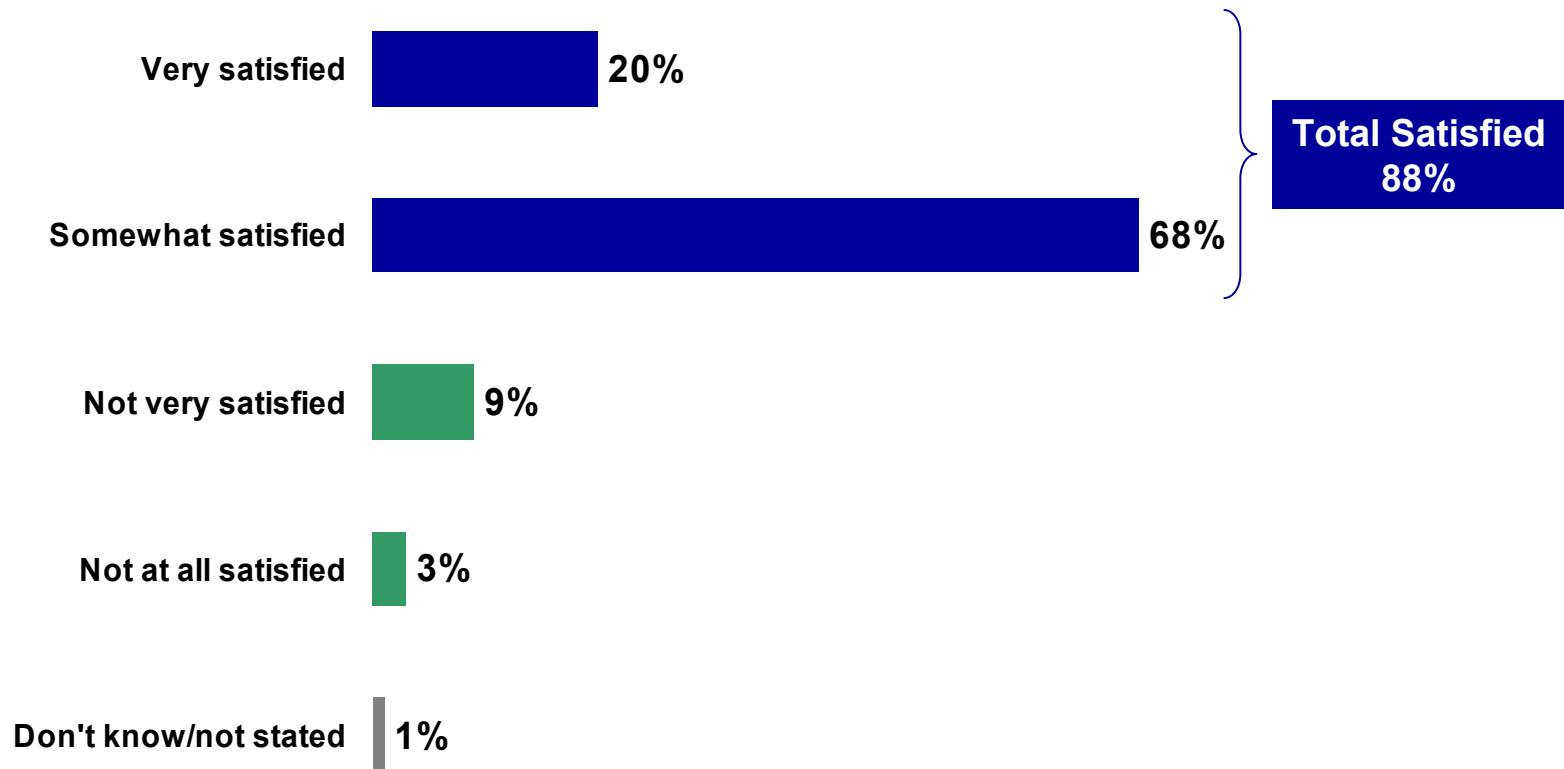


## Perceptions of City Services



# Yellowknife Residents Quite Satisfied With Quality of Services

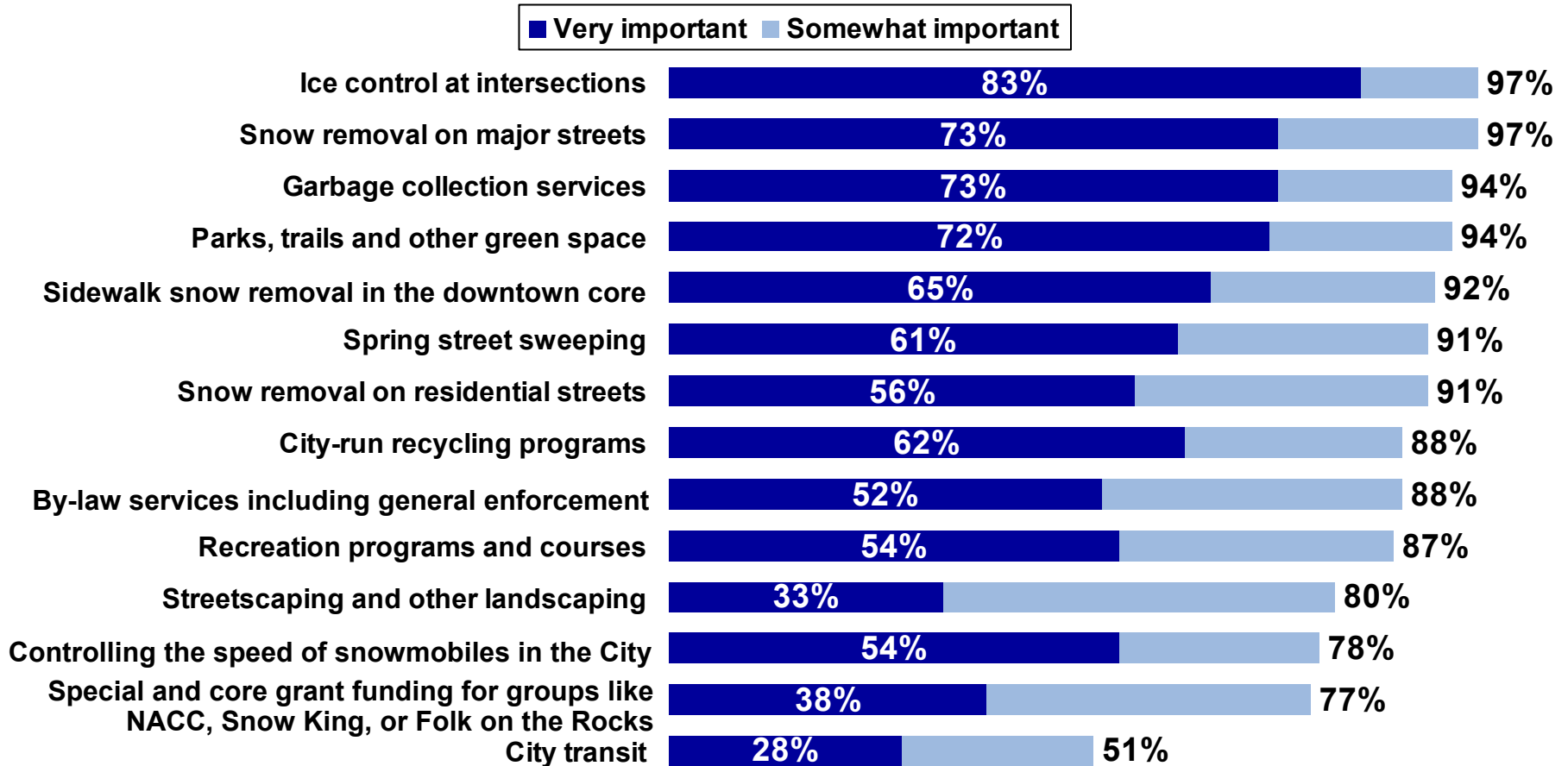
*And how satisfied are you with the overall quality of services and programs provided by the City of Yellowknife?*



Base: All respondents (n=800)

# Importance of City Services

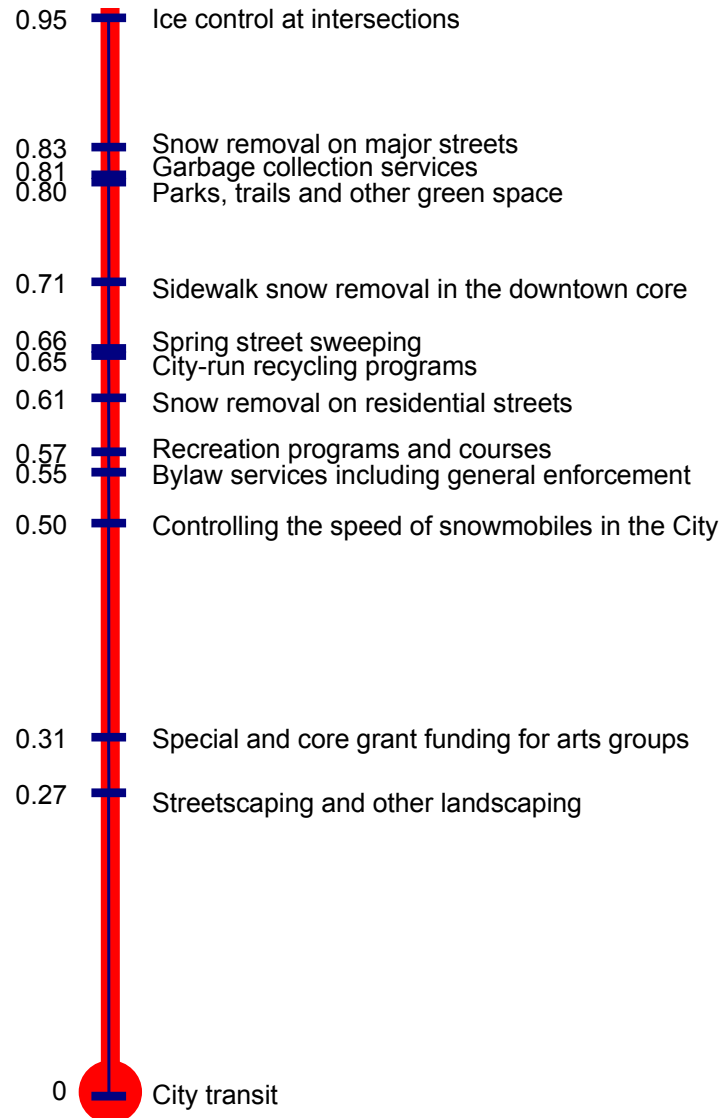
*I am now going to read you a list of programs and services provided to you by the City of Yellowknife. Please tell me how important each one is to you.*



Base: All respondents (n=800)



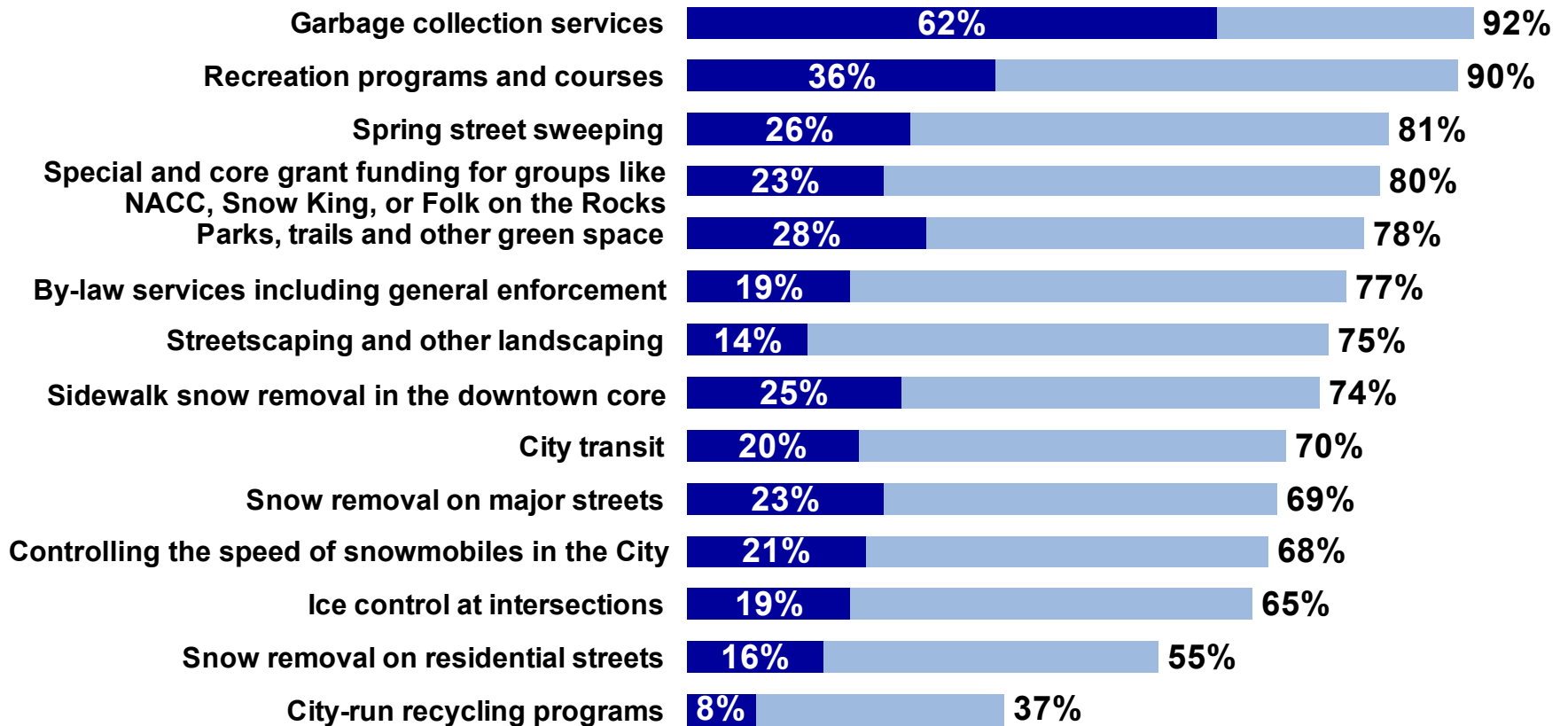
# Ranking the Importance of City Programs and Services



# Satisfaction With City Services

*I am now going to read you a list of programs and services provided to you by the City of Yellowknife. Please tell me how satisfied you are with the job the City is doing in providing that program or service.*

■ Very satisfied ■ Somewhat satisfied



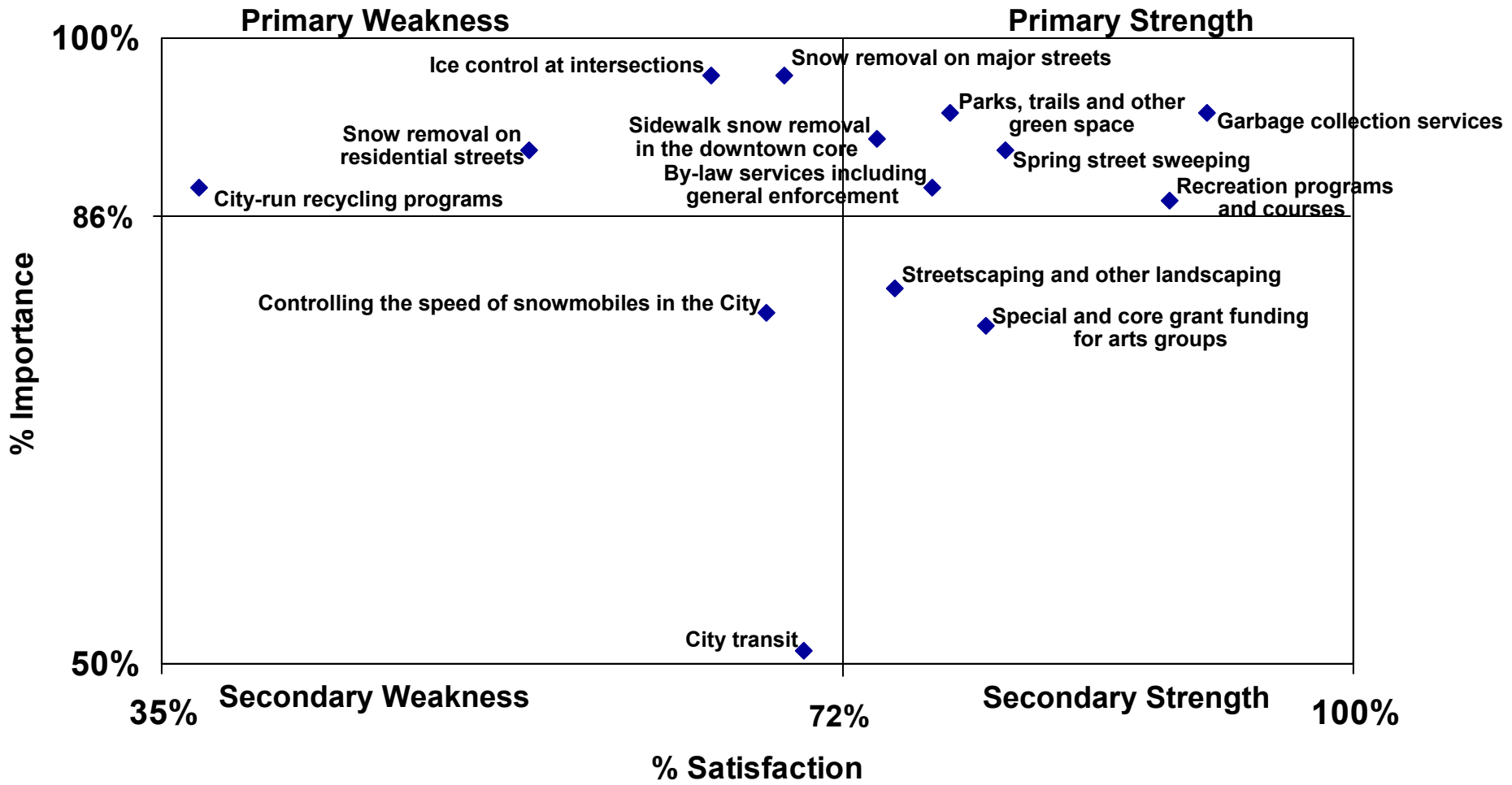
Base: All respondents (n=800)



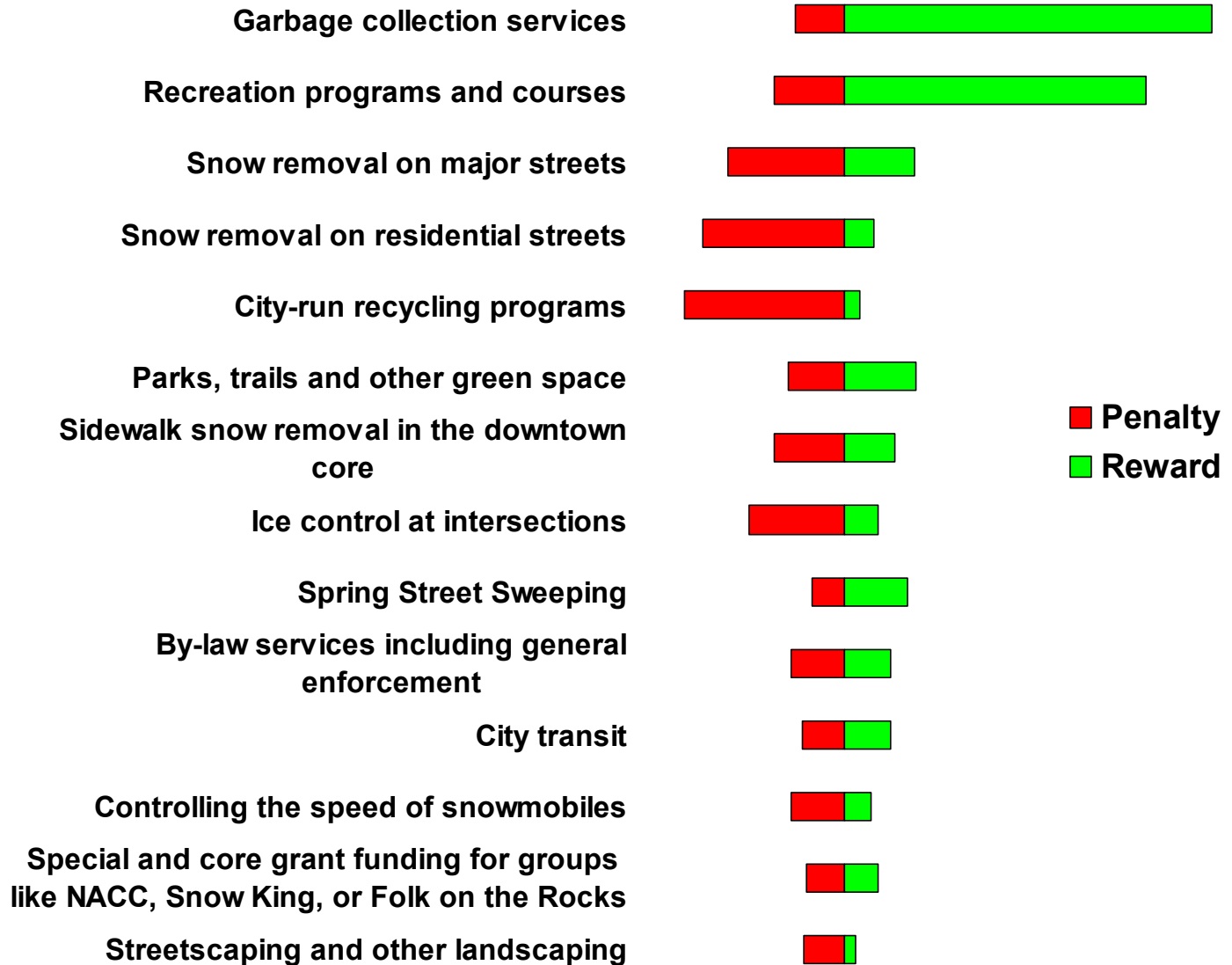
# Satisfaction With City Services Over Time

Satisfaction with Specific City Programs and Services: 2005, 2003, and 2001			
	2005	2003	2001
Recreation programs and courses	90%	64%	60%
Spring street sweeping	81%	73%	63%
Snow removal on major streets	69%	83%	71%
Ice control at intersections	65%	60%	57%
Snow removal on residential streets	55%	68%	49%

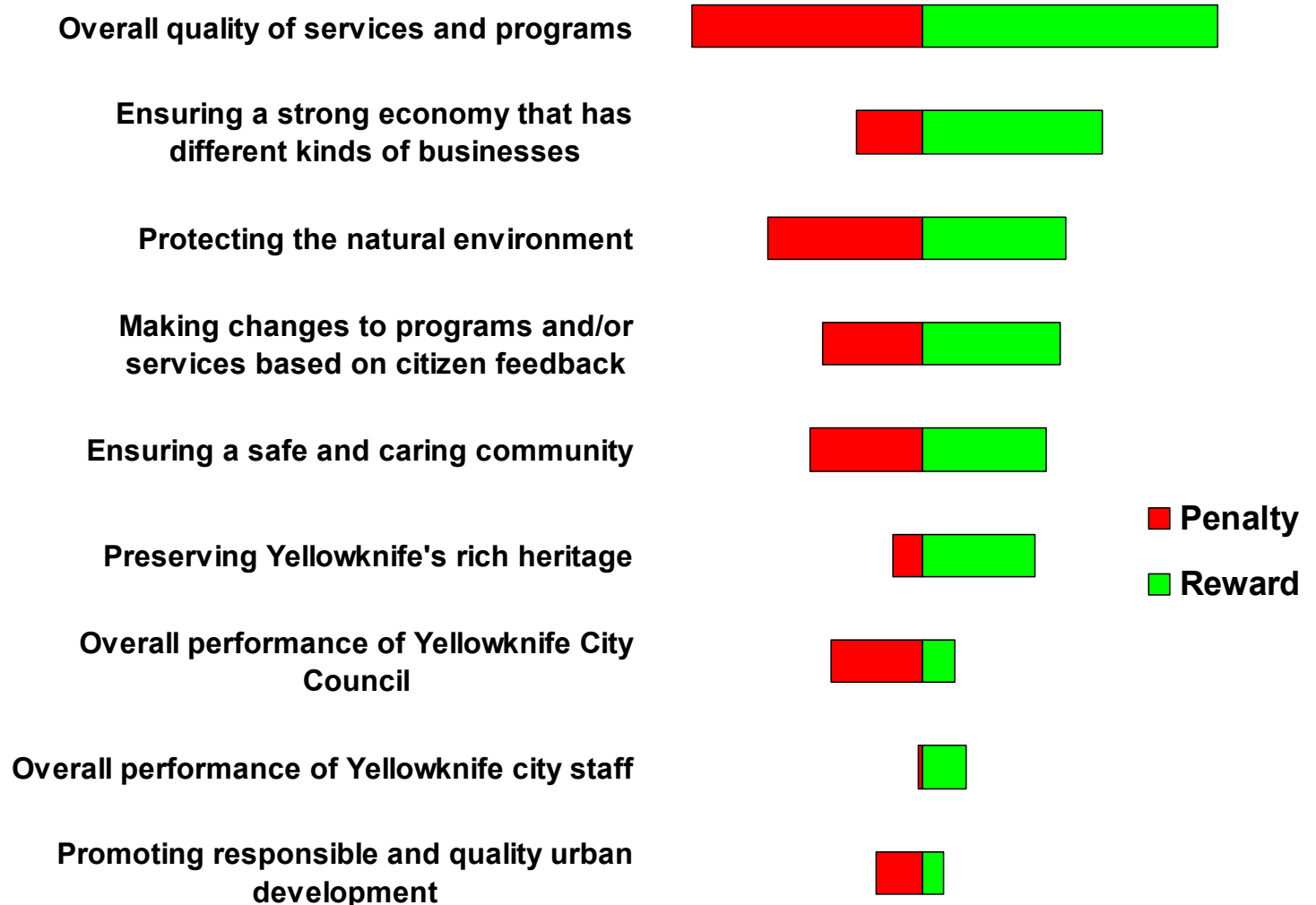
# Importance Versus Satisfaction of City Programs and Services



# Factors Associated with Overall Satisfaction of City Services



# Factors Associated with Quality of Life



# Focus on the Things that Have the Greatest Return on Investment

**Least Satisfied**

**Moderately Satisfied**

**Very Satisfied**

## Biggest Return on Investment

- ◆ Focus on delivering high quality services
- ◆ Be responsive to resident needs
- ◆ Encourage a strong and diverse economy
- ◆ Protect the natural environment

## Meet Expectations/Keep Up

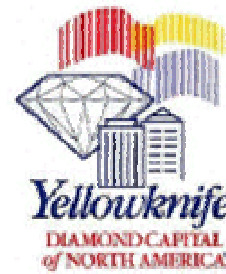
- ◆ Ice control and snow removal
- ◆ Recycling programs
- ◆ Parks trails and green space

## Champion

- ◆ Garbage collection services
- ◆ Recreation programs and courses
- ◆ Preservation of Yellowknife's heritage



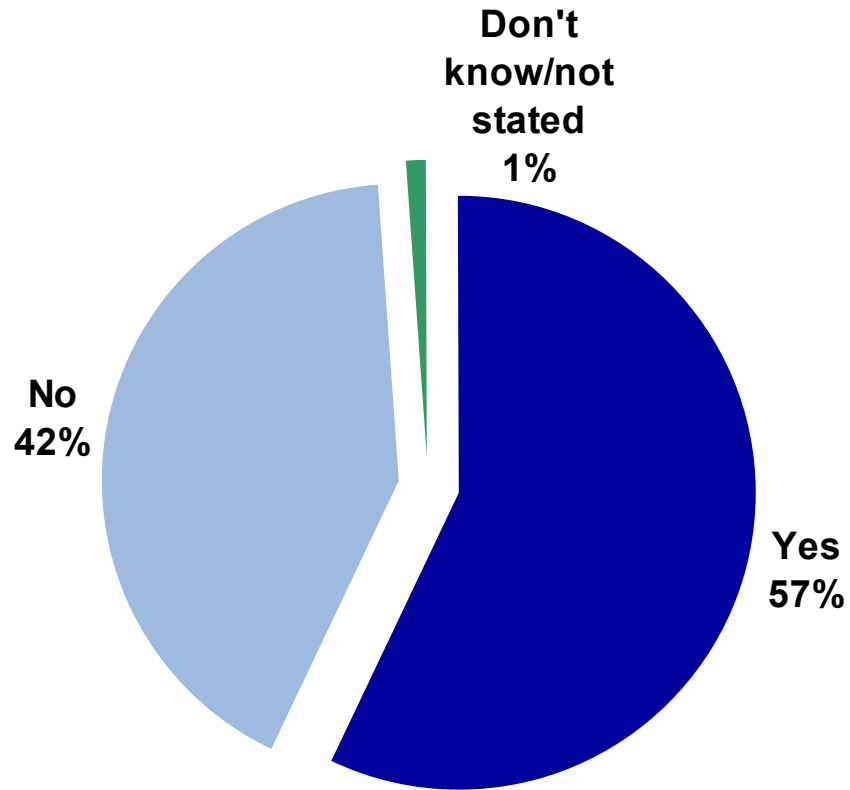
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## Recycling Services

# Majority Willing to Pay for Curb-Side Recycling Pick-Up

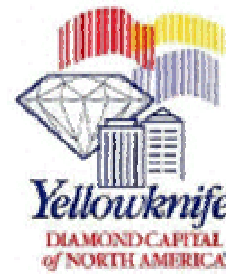
*Would you be willing to pay a fee to the City to get curb-side pick-up of your recyclables?*



Base: All respondents (n=800)



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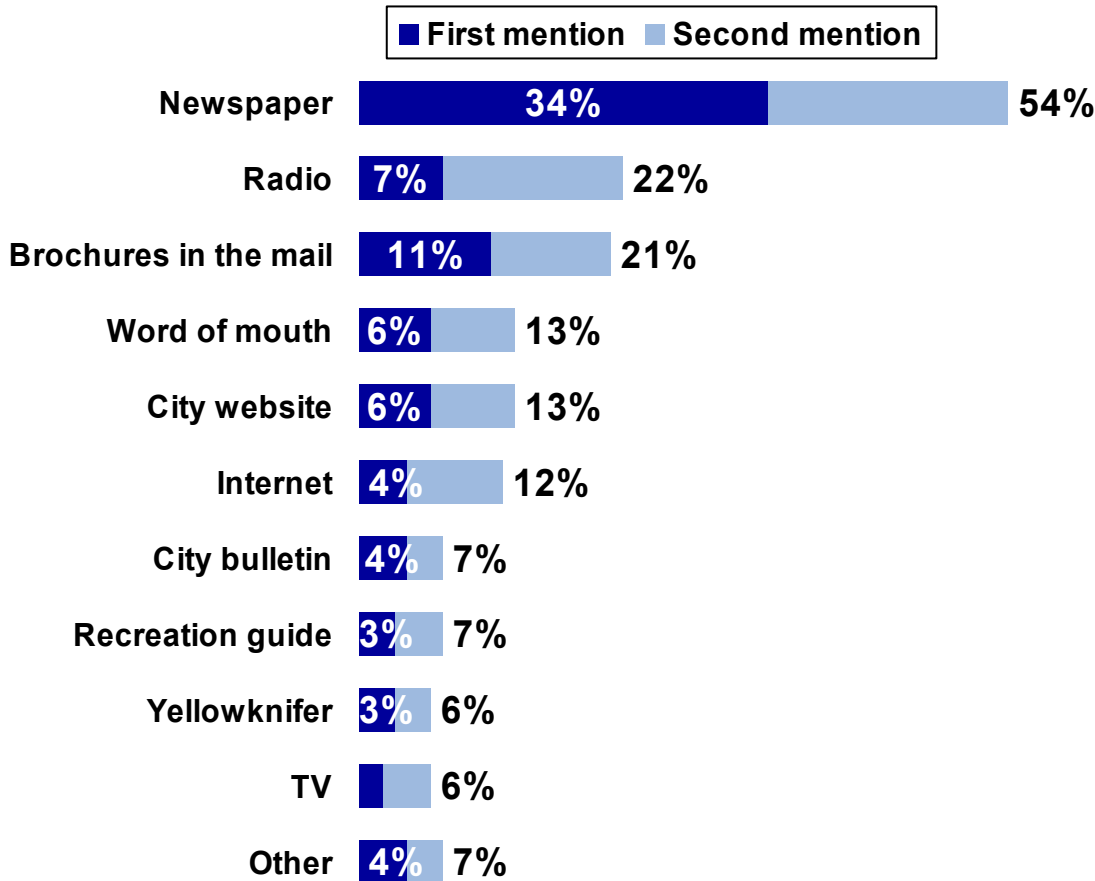


## Communication with Residents



# Residents Tend to Receive Information by Newspapers, Radio, and Mail

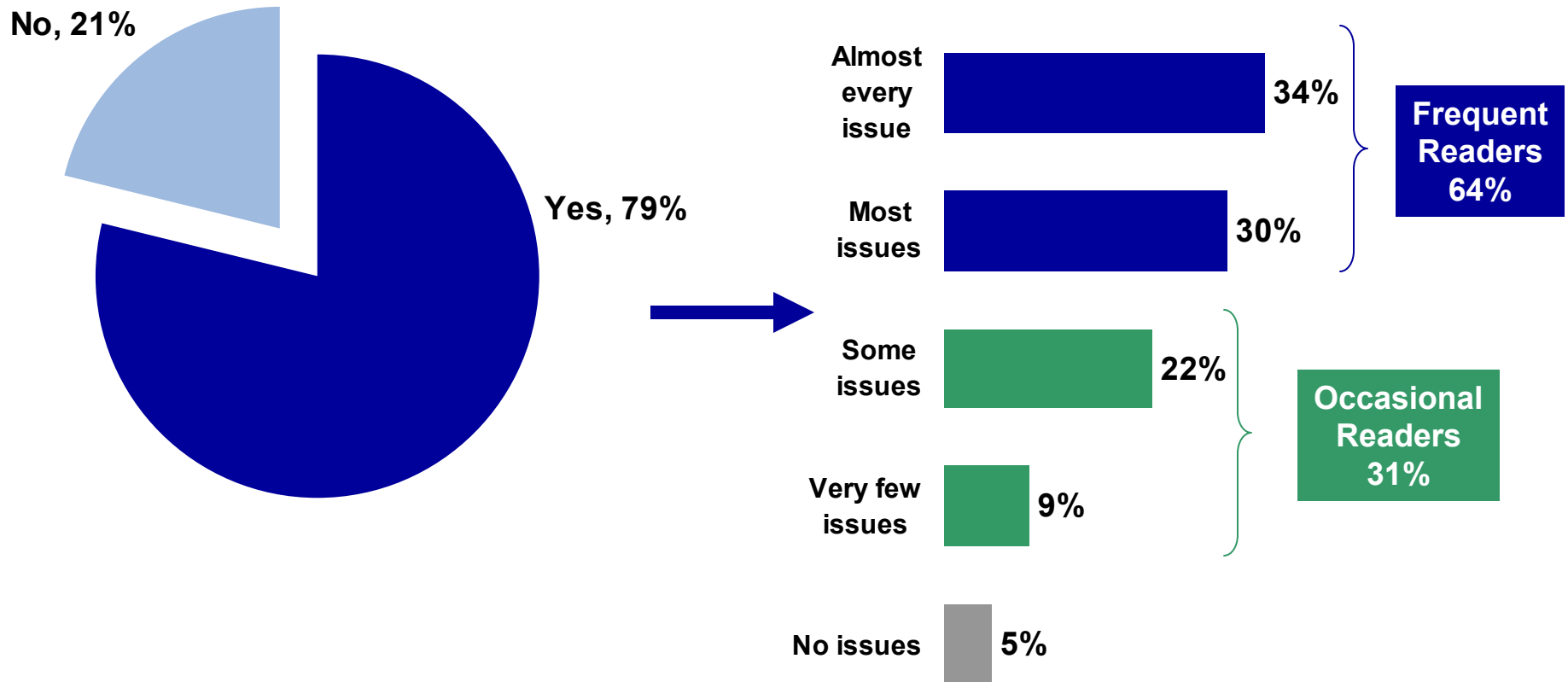
What is your main source of information about the City of Yellowknife's programs, services and policies? What other sources of information do you use to learn about the City of Yellowknife?



Base: All respondents (n=800)

# Strong Readership of “Capital Update” Flyer

Have you been receiving the City’s weekly flyer called “Capital Update” in your mailbox?  
And have you read ... ?



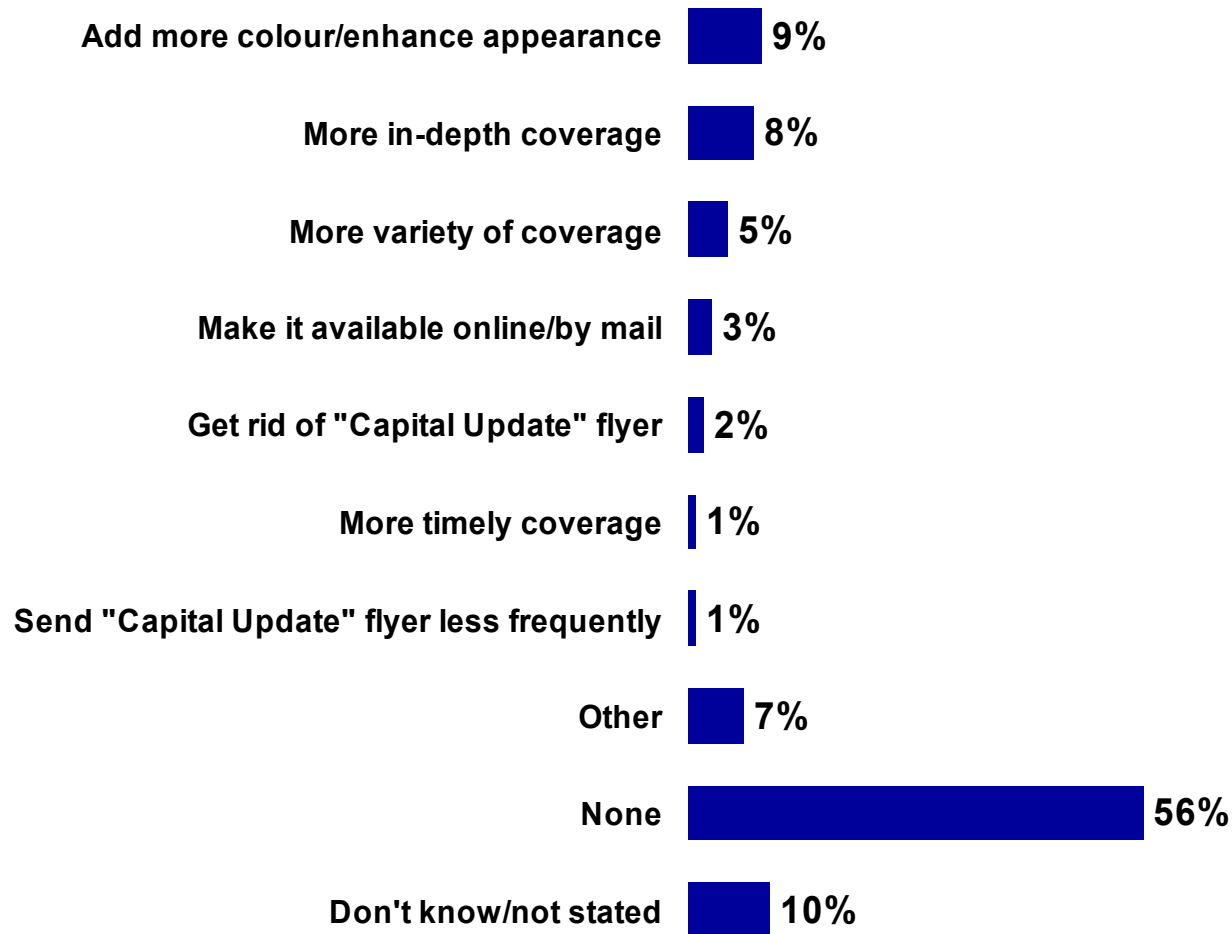
Base: All respondents (n=800)

Base: Have been receiving “Capital Update” (n=637)



# Top Suggestions to Improve “Capital Update” Flyer

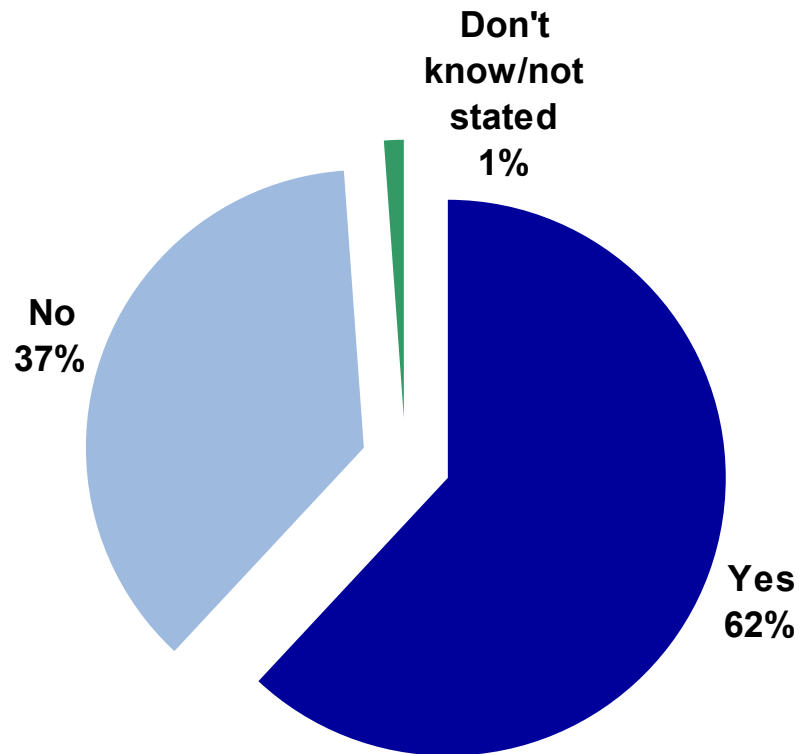
*What suggestions do you have to improve the “Capital Update” flyer?*



Base: Have been receiving “Capital Update” (n=637)

# Six-in-ten are Aware of City Radio Announcements

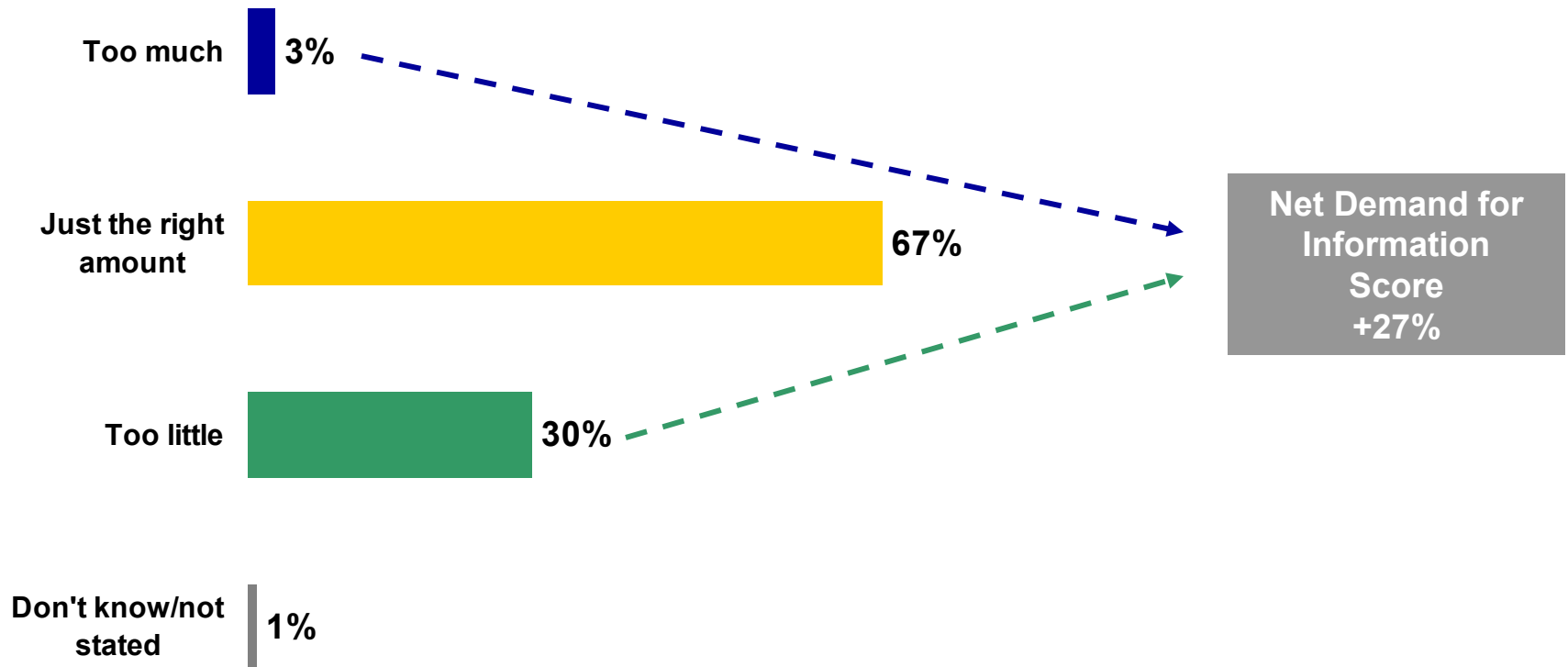
*Have you heard any City of Yellowknife radio advertisements of announcements in the last 6 months?*



Base: All respondents (n=800)

# Residents Would Like to Receive More Information

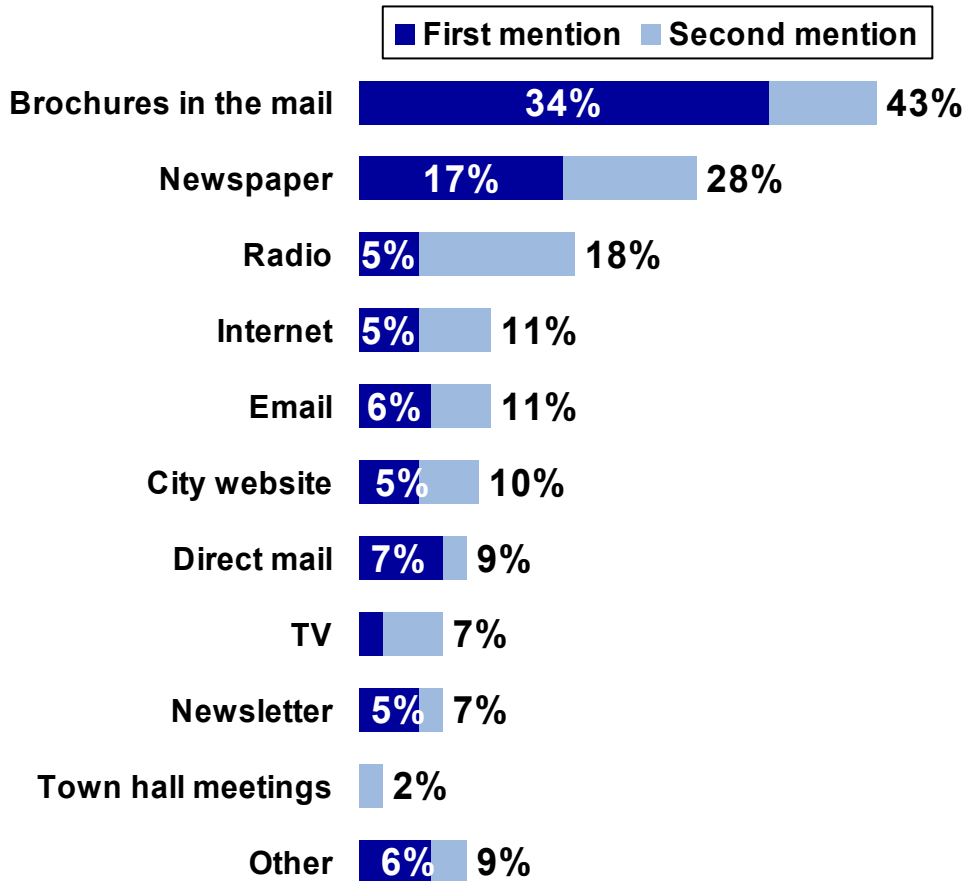
*In your opinion, do you currently receive too much, too little, or just the right amount of information from the City of Yellowknife?*



Base: All respondents (n=800)

# Residents Prefer to Receive Information by Mail, Newspaper, and Radio

And how would you like to receive information from The City of Yellowknife about its programs, services and policies?

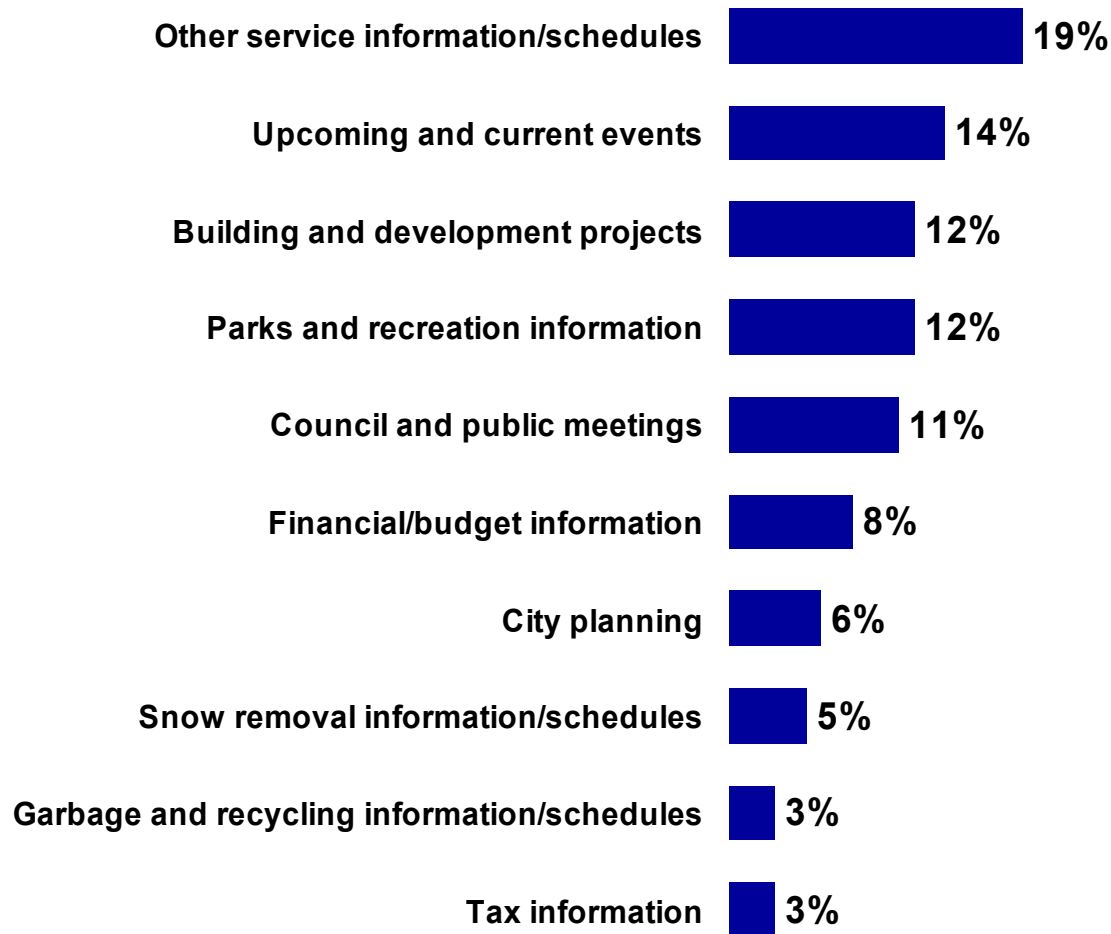


Base: All respondents (n=800)



# Residents Want Information on a Variety of Subjects

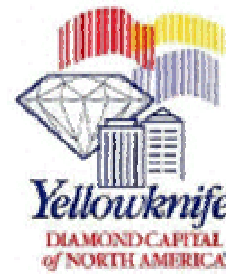
*Thinking about your information needs, what kinds of information would you want the City of Yellowknife to provide you with?*



Base: All respondents (n=800)



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## Internet Communication



# Nine-in-ten Yellowknife Residents are Online

*Do you currently access the internet on a regular basis ... ?*

**Yes**

**From home, work, school or another location** **92%**

**From home** **75%**

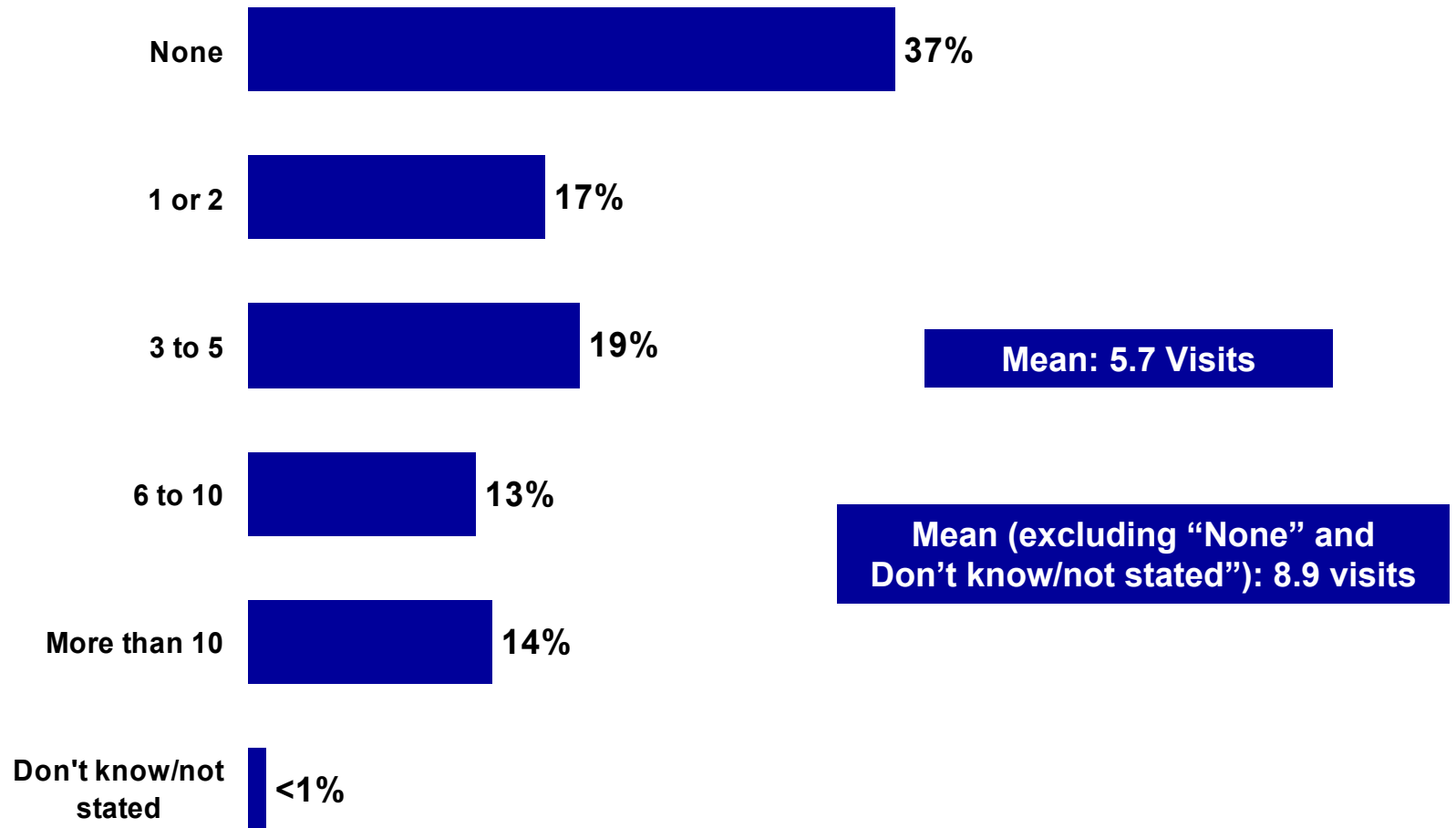
**From work or school** **70%**

**From another location** **15%**

Base: All respondents (n=800)

# Six-in-ten Have Visited City Website in Last Six Months

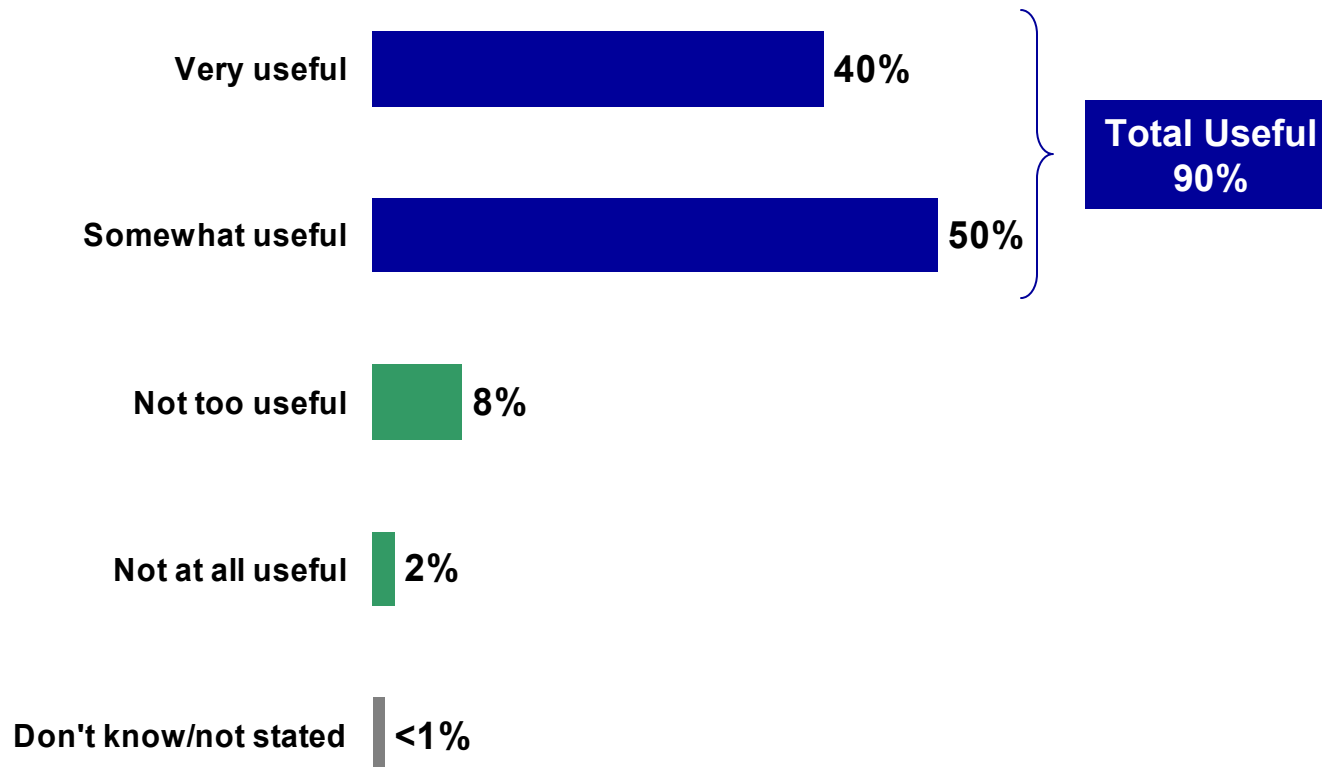
*How many times have you visited the City of Yellowknife's website in the last six months?*



Base: All respondents (n=800)

# City Website is Very Useful to Residents

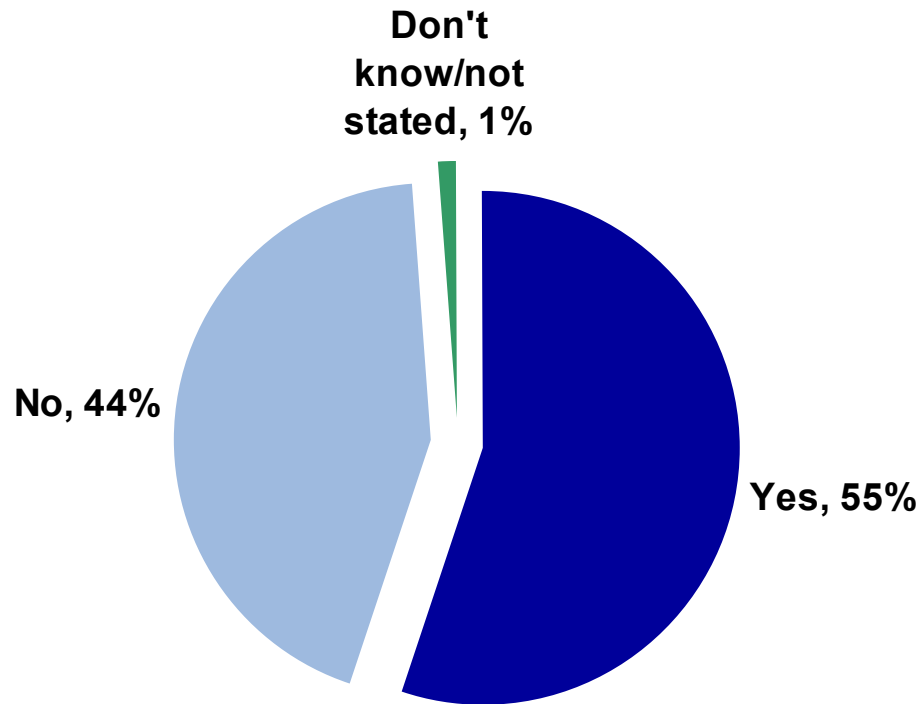
*How useful was the information and services available on the website? Was it ... ?*



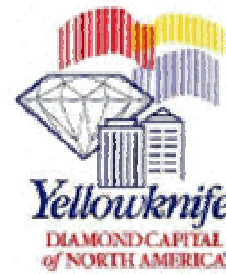
Base: Visited website at least once in the past six months (n=509)

# Slightly More Than Half of Residents Would Join City Email List

*Assuming you have access to email, if the City were to develop an email distribution list to provide people with current news about the City, would you like to be on it?*



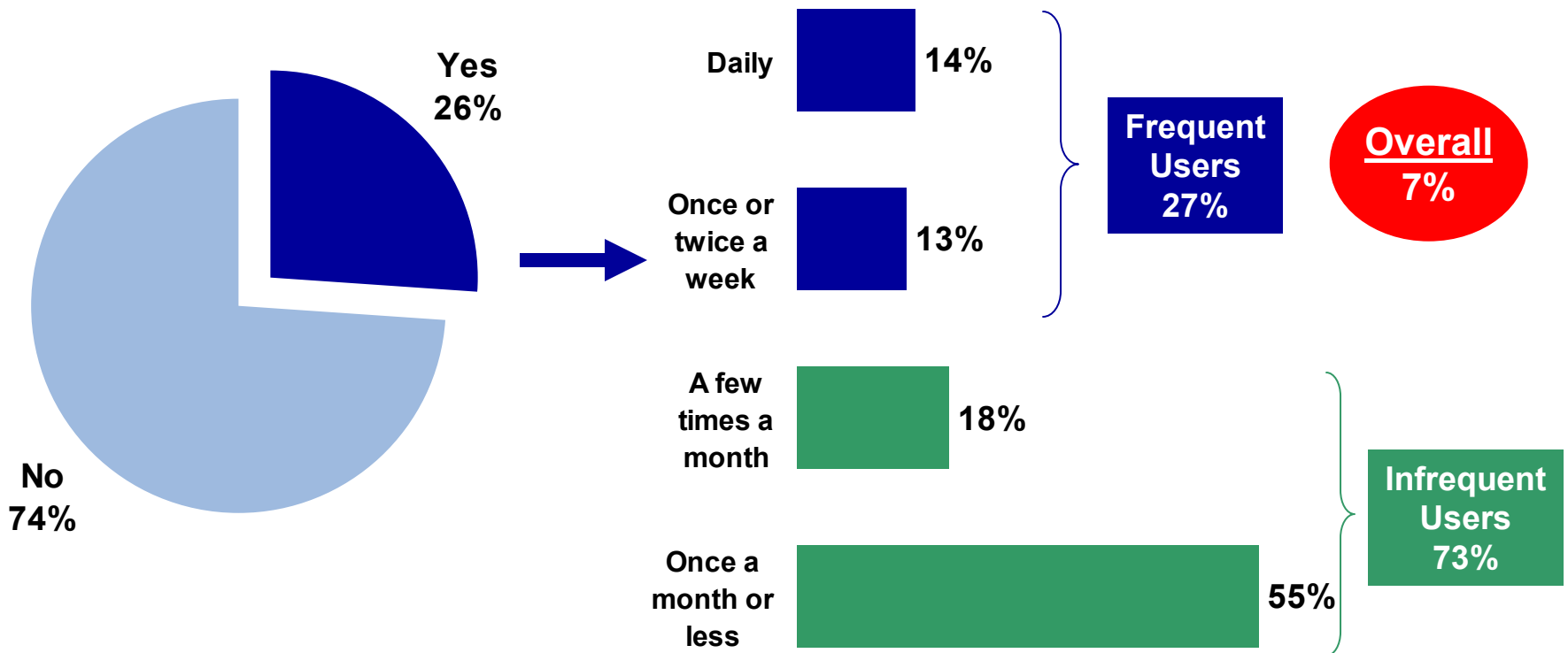
Base: All respondents (n=800)



## Attitudes Toward Public Transit

# Use of Public Transit is Relatively Light

Have you used the City's Public Transit System in the last two years?  
How often would you say you use transit? Do you use it ... ?

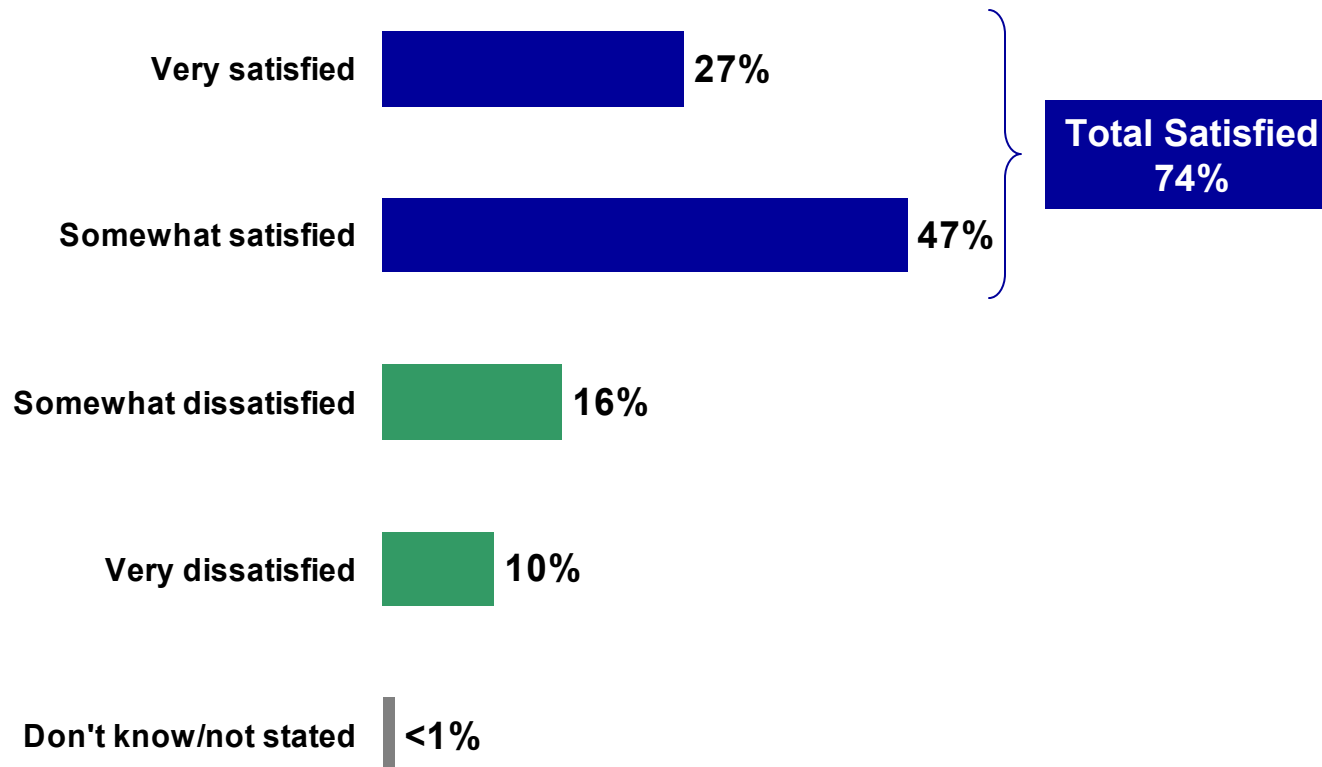


Base: All respondents (n=800)

Base: Used Public Transit System in the last two years (n=203)

# Transit Users are Relatively Satisfied with Public Transit Service

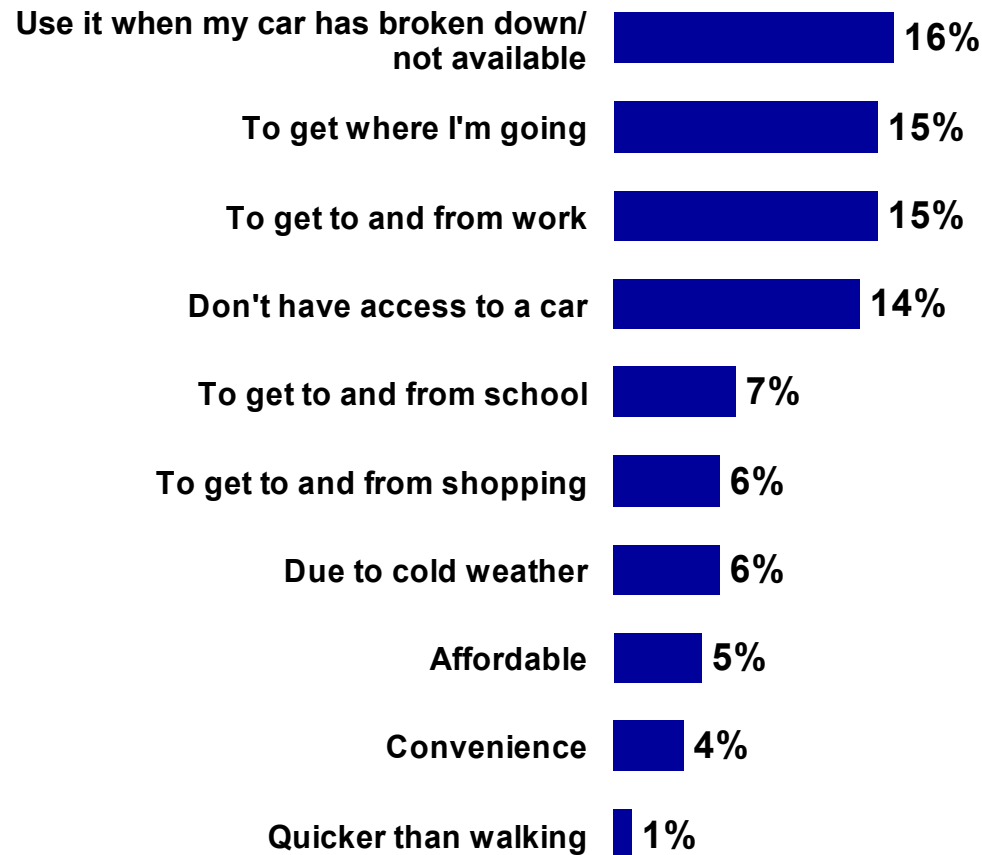
Overall how satisfied are you with the transit service that is provided? Are you ... ?



Base: Used Public Transit System in the last two years (n=203)

# Lack of Alternatives Main Reason for Using Public Transit

*What is the main reason you use public transit?*



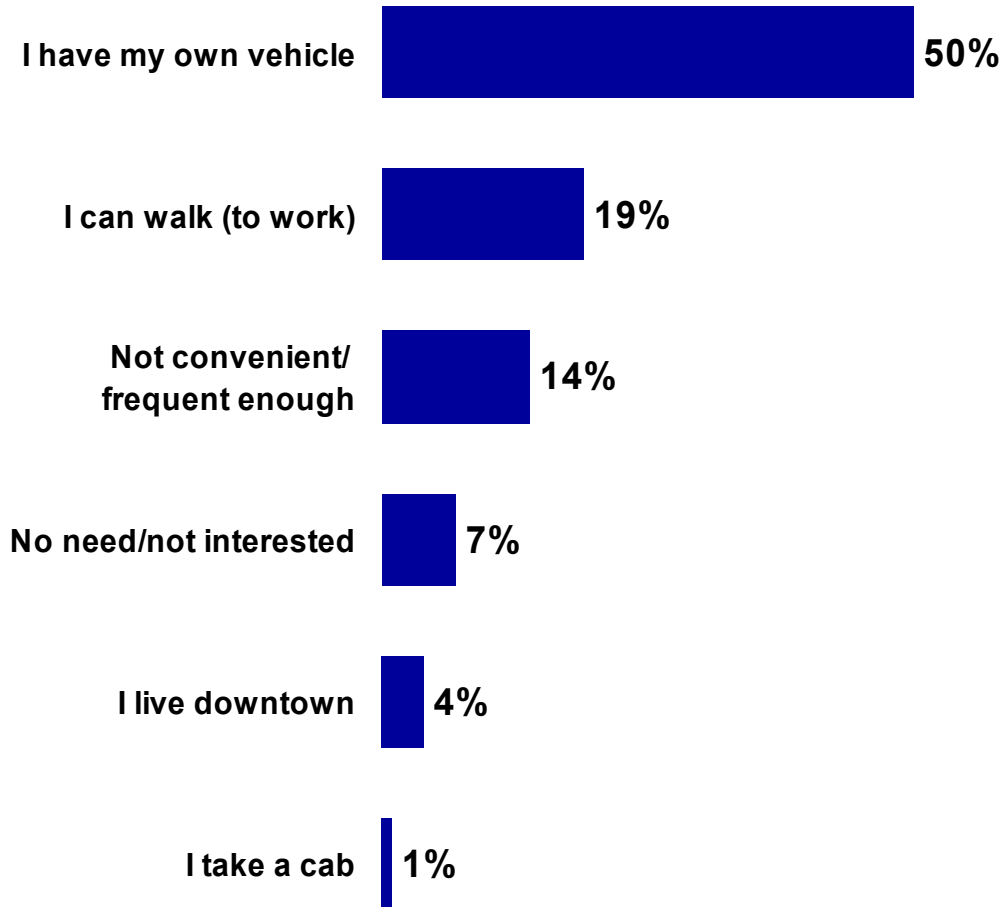
Base: Used Public Transit System in the last two years (n=203)





# Lack of Need and Convenience Main Reasons for Not Using Transit

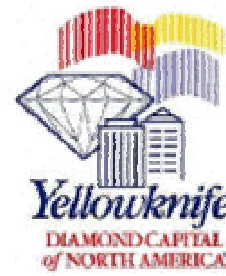
*What is the main reason you do not use public transit?*



Base: Have not used Public Transit System in the last two years (n=597)



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## Demographics

# Demographics

	Total (n=800) %
<b>Gender:</b>	
Male	50
Female	50
<b>Age:</b>	
16 to 24	12
25 to 34	29
35 to 44	27
45 to 54	21
55 to 64	8
65 and over	1
Don't know/not stated	1
Mean:	39.1 years

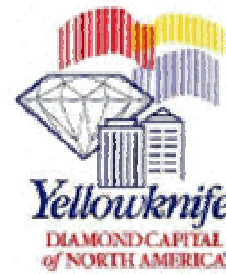
	Total (n=800) %
<b>Neighbourhood:</b>	
Downtown	26
Frame Lake South	24
Range Lake	21
Forrest Drive/ Con Road/ School Draw	15
Kam Lake	4
Old Town	3
Niven Lake	3
Latham Island	2
N'dilo	<1
None	2
Don't know/not stated	1

	Total (n=800) %
<b>Owner/Renter:</b>	
Own	57
Rent	42
Don't know/not stated	1
<b>Household Size:</b>	
1 person	14
2 people	29
3 people	23
4 people	21
5 people or more	14
Don't know/not stated	1

	Total (n=800) %
<b>Years Living in Yellowknife:</b>	
Less than 5	27
6 to 10	16
11 to 19	25
20 or more	28
Don't know/not stated	4
Mean	13.8 years



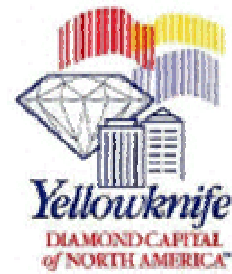
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## Questions & Answers



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## Contact

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